

Adèle Ackermann - ClemenGold

International growth depends on protecting the brand promise at home

ClemenGold's exclusive relationship with South African retailer Woolworths is viewed as its blueprint for the rest of the world. This relationship has helped craft the strategy for continuous and consistent supply, and for building strong consumer loyalty and premium visibility in a high-demand retail space.

Consequently, its market development programme is built around close retailer partnerships, targeted and culturally relevant branding which includes creative in-store activation, impactful packaging, and consumer education towards discerning what premium quality in the citrus space looks and tastes like.



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A strong brand creates varied marketing opportunities and stronger returns for producers and exporters.

"When the South African owners of the ClemenGold brand first gave a name to premium Nadorcott mandarins more than 20 years ago, it marked a major shift in the way citrus was marketed. Instead of selling fruit purely as a commodity and chasing the highest price in volatile markets, producers and exporters had the opportunity to build value through a trusted consumer brand," commented Adèle Ackermann, Marketing Manager at ClemenGold. "By creating strong recognition and demand, ClemenGold unlocked premium pricing, closer retailer relationships and greater long-term stability."

"One of the most important lessons from ClemenGold is that quality alone is not enough — it must be consistent. Consumers return to a brand when they know exactly what to expect. Strict standards around flavour, appearance, juiciness and seedlessness have been critical in building trust and protecting the value of the brand."



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Fresh produce needs a story, not just a product

ClemenGold proves that consumers connect with more than just fruit — they connect with a promise. The brand succeeds because it combines premium fruit with a strong identity, compelling packaging, and a clear message around quality and convenience. It shows that storytelling and emotional connection are just as important in fresh produce as in any other category.

"The success of ClemenGold created a platform for other products and brands to grow. Not all fruit meets the premium ClemenGold specification, but there has been great value in creating different brands for different varieties, classes of

quality aimed at different markets and consumer bands. This approach led to the development of Sweet C, HoneyGold, LemonGold and NavelGold, all benefiting from the credibility of the broader House of Brands strategy.

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