

Capespan launches Outspan Gems

Group launches new dedicated soft citrus brand to capitalise on global growth in production and consumption

Capespan has unveiled Outspan Gems, an extension of the group's iconic citrus brand Outspan, which is to be used exclusively to brand soft citrus produced, sourced and marketed globally by the company.

Announcing the move, Capespan's group brand manager Adèle Ackermann said the rich heritage of the Outspan brand was a key consideration when Capespan decided to launch Outspan Gems. "The Outspan brand will expand the Outspan offering beyond the brand's core and will highlight the unique attributes offered by selected soft citrus varieties," said Ackermann.

"The iconic Outspan brand dates back to 1936 when it was the only brand associated with the South African citrus export industry," Capespan noted in a media release. "It was significant in providing a strong foundation to the South African citrus industry, and therefore the Outspan brand will always be honoured for laying the foundations for the South African citrus industry globally," said the company.

Today, 82 years later, and with fruit no longer only sourced from South Africa, Outspan has evolved into an international brand. "Retailers, traders and consumers alike want Outspan quality all year round," said the release.

The word Gems translates perfectly into all languages, especially Asian languages, Capespan noted. Its true meaning - brilliant, outstanding and precious - also fittingly describes the qualities of the products that the brand will represent, the company said.

"The brand delivers a product to customers across the world that is fun, youthful, healthy and bold," said Ackermann. "Most importantly it will be a brand that will be trusted to deliver consistent quality sourced from the world's best growers, always fresh and great tasting."

Tonie Fuchs, Capespan's managing director, said the launch of Outspan Gems was consistent with Capespan's drive to reduce business complexity and to have fewer and bigger brands, aligned to Capespan's global, year-round product offering.

Through its marketing channels and associates at JWM Asia, Capespan will launch the Outspan brand into markets such as Hong Kong, Singapore, Thailand and China where there is a strong appetite for the Outspan brand. The brand will be supported with value-added packaging and in-store point of sale promotions.

"With the forecast global growth in soft citrus volumes, our aim is to create excitement around the unique features of this exciting commodity," said Fuchs. "We especially see significant opportunities in the Asian markets where consumers rely heavily on trusted product brands like Outspan to introduce, develop and deliver exciting new products to these markets. We are confident Outspan Gems will grow to become an iconic brand among the fruit brands of the world, representing a mark of quality, not only in Asia but in all Capespan's markets globally."

See the upcoming Asia Fruit Logistica edition of Asiafruit Magazine (July/August) for an exclusive interview with JWM Asia CEO Noel Shield on the launch of Outspan Gems in Asia.