

Xianfeng Fruit and ClemenGold jointly build citrus brand in China

China is a big consumer market for citrus and how to meet the increasing demand for high-quality citrus throughout the year has become a problem for Chinese fruit retailers. Located in the northern hemisphere, China doesn't produce any citrus in the summer. In order to meet the consumer needs during these months, Xianfeng Fruit, one of the country's largest fruit chains, searched all around the world to find high-quality products.

In 2016, Xianfeng Fruit found ClemenGold soft-peel mandarins in South Africa that satisfy the taste buds of Chinese consumers. The company then formed long-term cooperation with CORE, ClemenGold's exclusive exporter, to jointly advance the development of the brand in China. ClemenGold Mandarins is a brand built by ANB Investments over 15 years and has been introduced to China for more than 5 years. The brand selects high-quality varieties and utilizes standardized and large-scale planting. Through the advanced packaging process and digital quality monitoring, the entire packaging process can be completed within 24 hours after the fruit is harvested.

ClemenGold mandarins are available almost all year round. They are grown throughout South Africa from June to October, and on cooperative farms in Spain and Morocco from November to May. The year-round supply model and growing sales volume have supported the brand's global growth in the past few years. ClemenGold currently has customers all over the world. Xianfeng Fruit has also become an important partner of the brand in China.

Yang Youheng, Purchasing Director at Xianfeng Fruit, said, "The advantage brought by the cooperation with ClemenGold is not in price but in sales volume and speed as well as quality. It is also important for the marketing of this brand. Built on the trust between the teams, we have full confidence in the future development of the ClemenGold brand in the Chinese market."

Source: Sohu

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