

# Visit to US retailer inspires Checkers' Cara-Cara makeover



A complete rethink of how Checkers sells the Cara-Cara early navel was prompted by what their fresh produce division witnessed during a visit to a US retailer late last year. "Our Freshmark team discovered that the Americans go to a lot more effort to distinguish Cara-Cara oranges from the more traditional navel and Valencia oranges," the retailer says. "This is where the idea of registering a trademark was born, and so The Pink Orange™ was established."

Apart from the design makeover to spruce up an underexploited citrus category, the packaging units have expanded to 2kg bags, 4.5kg 'buy bulk & save' bags as well as loose sales and freshly squeezed Cara-Cara juice, indistinguishable from conventional orange juice despite the navel's pink flesh.

Their in-house design team made the most of the seedless cultivar's pink flesh and sweetness: for many consumers, it has been a revelation. "Cara-Cara, to me, must be one of the best oranges in the whole market," remarks an enthusiastic consumer who works in perishable logistics. "Its flavour profile, the colour, the juice content, the way the skin works – it's a *beau-ti-ful* fruit."

Checkers confirms a "huge uptake" in demand for this product. "It just once again goes to show: you may have a winning product, but the packaging and marketing



# Freshmark Fresh Plaza

For more information:

**Freshmark Checkers**

Tel: +27 21 980 4000

<https://www.shopriteholdings.co.za/group/brands/freshmark.html>

(<https://www.shopriteholdings.co.za/freshmark>)

Publication date: Mon 24 Jun 2024

Author: Carolize Jansen

© FreshPlaza.com

•