

Retailer dedicates shop window displays to ClemenGold mandarins

The ClemenGold® mandarin brand is known for its consistently high-quality eating experience, and the brand has built a loyal consumer following over the past two decades. From the outset, ClemenGold made a bold move by entering into an exclusive supply relationship with South Africa's leading premium retailer, Woolworths, and that decision continues to bear fruit.

This citrus season, ClemenGold reached a remarkable milestone: Woolworths dedicated a number of full-sized shop window displays nationwide exclusively to the ClemenGold brand. This level of in-store visibility is rare for fresh produce.



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"This kind of marketing creates more than visual impact," says Adèle Ackermann, Marketing Manager of ClemenGold International. "It reflects years of strategic brand-building."

ClemenGold mandarins consistently rank among Woolworths' top five bestsellers across all product categories.

For the growers behind ClemenGold, this premium positioning and consumer trust translate into real value. Farmers supplying the brand benefit from stronger market demand, improved pricing, and long-term sustainability. "The impact extends to greater reinvestment on farms, production innovation, and future-proofing their agricultural businesses."

The ClemenGold-Woolworths partnership also demonstrates the power of brand loyalty. In a sector where many fruit categories remain commodity-driven, ClemenGold stands out as an example of how focused marketing, storytelling, and product consistency can build long-term consumer preference. Season after season, shoppers return and ask for ClemenGold by name, confident in the quality and flavour.

In a retail environment where shelf space is fiercely contested, prominent window displays are more than just marketing—they're proof of a brand that has journeyed from orchard to heart.

For more information:

www.clemengold.com (<http://www.clemengold.com>)

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