



# SunBlush<sup>®</sup>

## Leatham's Larder Plc - SunBlush Tomatoes

A name for an award winning new product

### Background

In addition to developing their Merchant Gourmet brand in the retail market, Leatham's Larder was keen to build its food service, ingredients and retail delicatessen business.

### Business opportunity

To find a product that was exciting and different, offered high volume and value and multiple usage opportunities.

Mark Leatham, discovered 'roasted' tomatoes in Australia and recognised the potential in the UK.

### Strategy

To create a brand that could be registered and so become a company asset, not a mere commodity product.

To create a name that was descriptive, did not restrict source of supply and positioned the product between fresh and sun dried tomatoes.

### Results

SunBlush tomatoes enjoyed immediate success in London's food and food-to-go retailers. It became a must stock item for multiple retailers and sales far exceeded expectations. SunBlush won a Super Marketing best new product award.

ideas that work across media and time...

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