



PRESS RELEASE

JUNE 2015

With over 1 million packs, NERGI® will be the star of the snacking section and fruit displays at the start of autumn.

Sold by Primland and Fruitworld since 2013, Nergi® kiwiberries are about to begin their 3^d season. They will be available from the beginning of September to the beginning of November 2015 in supermarkets and hypermarkets, out-of-home catering outlets and specialist grocery stores. A look at the prospects offered by the 2015 campaign for this new berry.

Great production and consumption potential

With over **150 hectares of orchards** since 2009, mainly in the south west of France as well as Portugal, Italy and the Netherlands, Nergi® has been grown **since 2013** by around a **hundred arborists**.

Although the orchards are still young, there is genuine production potential:

- In 2014, 600,000 units (in packs of 125g) were sold in Europe compared to 150,000 unit sales the previous year.
- **In 2015, crops** are expected to reach **one million sales units** and 2 million by 2016.

Given this production potential and the fruit's huge popularity, new producers have joined Nergi® in this adventure in order to diversify their business.

Nergi® producers' main targets are markets where berry fruit consumption is the most dynamic: France, Germany, Italy, Benelux, and the United Kingdom.

Alongside raspberries, blackberries, redcurrants and blackcurrants, Nergi® is booming in the berry fruit and snack categories. Last year it accounted for 2.8 billion euros in supermarkets: +3.7% in value, +0.8% units sold in 2012 according to *SymphonyIRI*.

Nergi® has been a huge success among:

- **Young city dwellers** in search of a healthy snack: Nergi® has few calories with 52Kcal per 100 g of fresh fruit,
- **Mums** in search of healthy and practical food for them and their kids: Nergi® is unique and easy to eat,
- **Active seniors** who need to find a balance between healthy food and pleasure:¹ Nergi® is rich in fibre with 3.6g per 100g of fresh fruit.

¹A typology established through comments collected on Facebook in 2013 and 2014 and during in-store events.

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An ambitious communications plan

For the 2015 season, Nergi® will be on the market from the beginning of September until the beginning of November. It is distributed in **supermarkets and hypermarkets (75%), in out-of-home outlets (approximately 20%)** and in **specialist grocery stores (approximately 5%)**. They come in packs of 125 grams.

To support sales, an ambitious communications plan is in the pipeline with the aim of reaching out to consumers and making them aware of this new berry.

In retail outlets

A programme of in-store events and tastings have been organised to help you discover Nergi®:

- original recipes created by Anne Demay, a French blogger and ambassador chef
- shelf markers and mobile displays,
- leaflets,
- shopping bags and pens...



On the internet

Online communication has been set up to optimise the visibility of Nergi®:

- Purchase of advertising space on leading food websites to generate contacts.
- Purchase of space on Facebook, geolocated according to retail outlets.
- A new website to inform and educate consumers with a list of all retail outlets: www.nergi.info
- Nergi®'s Facebook page is organised by an integrated community manager. The page was created in 2013 and already has 17,000 fans: www.facebook.com/nergi.babykiwi

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Specific events such as a street event in Paris, showcasing the product in stores, social media presence with an Instagram account in Germany and a YouTube channel in Italy, presence at local events in Italy and Germany...

More about the structure of the sector

Originating from Asia, kiwiberry has existed as a wild fruit for centuries. In 2005, SOFRUILEG, based in Labatut in France, decided to adopt it.

SOFRUILEG is dedicated to research and development within the SCAAP Kiwi fruit Cooperative in France. SOFRUILEG has exclusive Plant and Food Research rights for the production of the fruit in Europe.

SOFRUILEG created the Nergi® brand to support the commercial development of this new berry in France and the main consumer markets in Europe especially (Germany, United Kingdom, Italy, Benelux...).

Three commercial operators are approved by SOFRUILEG: Primland in France, Fruitworld in the Netherlands and Ortofruit in Italy.

The Nergi® marketing development is coordinated by SOFRUILEG:

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For more information about Nergi®:

www.nergi.info
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