

Capespan launches new orange line to latch onto trend

Pigmented oranges are in vogue, and the firm hopes to capitalise upon this with its new launch into The Co-operative

Capespan has launched a new blood orange line into The Co-operative in an attempt to capitalise upon a growing trend within the market for pigmented oranges.

The Outspan-branded pack hit The Co-op's shelves last week (w/c 15 February), and tastings have been commencing throughout this week in store, introducing consumers to the characteristics of the pigmented orange.

Capespan's blood oranges are sourced from the eastern coast of Sicily on the slopes surrounding Mount Etna. The unique micro-climate of this area, warm temperature during the day and cold nights, coupled with the rich volcanic soil, provides an ideal growing climate for the pigmented Tarocco orange to grow.

Blood oranges differ from the traditional Navel orange due to their high concentration of red pigments called Anthocyanins, which also make the variety very high in antioxidants. Blood oranges also have a very distinctive tender sweet flavour, which has been likened to the flavour of cherries.

Capespan also claims that the variety boasts the highest vitamin C content of any orange on the market, with an average of 70mg per 100ml. The blood orange also delivers on convenience, with 100% seedless and easy to peel properties.

The total orange market in the UK has been suffering over the last two years with a lack of demand and consumers swapping into the more convenient Easy Peeler category. In the latest 12 we Jan 2016 Kantar states that the total orange market is down -7.2% year on year. The premium orange tier (of which blood oranges are often considered), however, is in growth. During the blood orange season spend within the Premium Orange tier can increase in spend by as much as 148% (Kantar). Blood Oranges have become 'trendy' within the UK market, as manufacturers seek to differentiate. In 2015 we saw the rise of Blood Orange Juice, Blood Orange Cider, Blood Orange Jams and Chutneys and many more products.

The Co-operative are the latest retailer to exploit this growth in consumer demand in partnership with Capespan.

