Group G's Spain presents 'Love Fresh' its new commitment to celery 'ready to eat'

Spain G's Group**, one of the leading companies in production and marketing of fresh vegetables and fruits, has unveiled the industry its latest innovation for linear Europeans, celery 'ready to eat', marketed under the name 'Love Fresh'. An action integrated into its strategy to lead the industry by promoting and providing formats and brands that meet the needs of customers and consumers.**

By Marta Fernandez

"We are very excited about the reception that will have on the market 'Love Fresh'. We are big producers of celery, we supply all of Europe as well as other productsof IV and V range. We want the celery is present in the daily diet of consumers, so we present a comfortable and individual

format for consumption at any time", pointed Jorge Reig, Director of the Division of fresh product of Group G's Spain.

> This new format will be officially presented next January, when it is inaugurated its new factory for IV and V range in Torre Pacheco (Murcia)

In parallel, Group G's continues to differentiate between its conventional and organic production, giving the latter its own right through society Naturally Organic*.* Confidence in it also consolidated with the incorporation of new products to its catalog. *The last one was the watermelon, which adds in production to celery, broccoli, little gem, mini Roman, Roman and beetroot. "We are seeing a steady increase in demand for bio, especially in markets such as Scandinavia or Switzerland.* We continue to expand our area for organic farming in Spain, always in a sustainable manner and focused on quality. Now, with the addition of watermelon, we are producing all year in Spain to meet demand. We also continue to invest in innovation, making new product testing in Spain within our range of salads, "said Adam Hill, export sales manager Naturally Organic.

> G's Group has strengthened its portfolio following the acquisition of Agrícola 92, formed by 5 companies that cultivate more than 500 hectares in the area of Cuevas del Almanzora in Almeria, mainly broccoli, onions and watermelon

Looking ahead, the intention of G's Spain is continuing its European growth plan, strengthening its position in the Spanish market. *Its goal is to double its turnover in 5 years.*