



LAUNCHES TODAY

“Ask for Sunnys!” The Sunny South East Proves the Tastier county Wexford Fruit Producers introduce Irelands first branded Wexford Strawberry

Five fruit growers from Wexford, part of the Wexford Fruit Producers group, are introducing the first Wexford branded strawberries to the Irish market called Sunny Wexford Strawberries. Launched today, Thursday, 12th May by The Minister for Agriculture, fisheries and food, Mr Simon Coveney TD.

While Wexford strawberries are considered to be grown locally it is not always the case that they come from the county. The Sunny Wexford Strawberry brand is not just about being local, it is about transparency.

Where the strawberry comes from, how it is grown and by which grower is all part of the new Sunny Wexford Strawberry brand. Consumers can become acquainted with the grower and their family, their farm and their fields through their website, facebook and twitter activities, see sunnystrawberries.ie

The Growers themselves are the spokespeople behind the brand; John (Greene), Jimmy, Paddy, Philip and John (Mernagh) are keen for consumers to request the best when they are adding their strawberry choice to their baskets.

“Ask for Sunny’s” will be an important call to action for consumers in their choice of strawberry purchase while supporting local growers, Irish jobs and brands. No hardship in this since strawberries grown in the sunny South-East tend to be juicier, tastier and enjoy excellent consistency in quality.

The fruit and veg sector is hugely competitive. More and more producers are finding it difficult to compete against the imported goods that the multiples continue to support.

Currently Dunnes is the only retail chain who has followed through on its promise to support this Irish brand. It is the hope of the growers that with providing consistent quality, consumer support and allowing for the overall love of the Wexford strawberry, other multiples will follow the Dunnes example.

Nutritionally the strawberry is an under-valued source of goodness and yet is the highest fruit per cup for vitamins and anti-oxidants and is very low in calories at only 43 calories per cup! An excellent food for breakfast, lunches, dinners or desserts, the strawberry is also good for lunchboxes and homemade tasty treats for the kids – learn more with our nutrition and recipe pages on sunnystrawberries.ie

Does the weather help? Wexford enjoys the sunniest climate in Ireland with an average of 4.33 hours of sunshine per day (as compared to Monaghan who enjoy just 3.19!) which, at 1,580 per year, is the highest in Ireland. Strawberries love the Wexford climate and we love the taste of the Sunny Wexford Strawberry!

For further information please contact John, Jimmy, Paddy, Philip or John
on
053 9238507

Or speak to Liz in Pivotal at 01 6697684 or 087 3777335

The footer banner has a red background with a green border. On the left, it says 'sunny wexford strawberries' in white and red. Below that is the address: 'Unit 3C, Enniscorthy Business Park, Enniscorthy, Co Wexford Phone: 053 92 44664 Email: xxxxxxxx'. In the center, it says 'like us on facebook' with a Facebook icon and the text 'Like us on facebook to keep up-to-date with news recipes and special offers.' On the right, there are two logos: the 'QUALITY ASSURANCE SCHEME - GROWN IN IRELAND' logo and a circular 'WEXFORD GROWN AUTHENTIC STRAWBERRY' logo.