

Fantastic Fruit Bushes

The Bransford Webbs Plant Company are launching a range of soft fruit bushes, which will be featured for the first time in our Summer/ Autumn Update 2008, due out in early May. The range has been specifically designed to offer the garden centre a concise selection of fruit bushes, making it easier for the final consumer to select the variety they wish to purchase. The final consumer generally knows what soft fruit they want to grow, where in the garden and what they want to do with the fruit they harvest. Our marketing aides aim to make it easier to select the best variety to buy based on these simple questions.

The soft fruit range consists of a total of twelve varieties, made up of Blackberries, Raspberries, Gooseberries, Blueberries, Blackcurrants, Redcurrants and Whitecurrant. Each variety has been selected for its 'Unique Selling Point' whether it is 'Suitable for a Small Garden', 'Wonderful for cooking' or 'Delicious to Eat'. All plants are supplied in 3L pots with a retail price of £8.99, with the exception of the Blueberries, which will be despatched in a 2L for a retail price of £11.99. Plants will be available in garden centres throughout October and November.

Each plant will be supplied with a generic, colourful, large slot in label, which as well as containing all the normal cultural information, also offers tips on uses for the fruit. In attractive bright colours and featuring delicious images of soft fruit, a larger than average POS board has been designed to attract the consumer to the soft fruit area and aid them in their decision making. To complete the range of information offered, further cultural and culinary information can be found at www.bransfordwebbs.co.uk. These new pages are due to be launched in early May to coincide with the distribution of the Summer/ Autumn Update.

Bransford Webbs not only offers high quality uniform plants, but a whole range of sales tools to aid both the garden centre staff and final consumer when selecting their soft fruit.