

DUERR'S SECURE NEW TESCO LISTING

F Duerr and Sons Ltd, the UK's oldest remaining independent family preserves producer, has secured a new listing with Tesco for their Clear Blossom Honey.

Previously dominated by own-brand products, the move by Tesco to introduce a new branded honey to the fixture follows on from TNS research revealing that speciality clear honey is outperforming any other product, with sales up 22% in 2008.

The honey market continues to go from strength to strength with the overall category up 9.9% YOY, and currently valued at £28m.

The listing is the first major success following a campaign by the management team at Duerr's, who are best known for their production of marmalade and jam, to widen their proposition in the sweet spread market.

Along with jam, marmalade and honey, the full Duerr's range includes peanut butter, mincemeat and condiments along with a selection of own-label products.

Richard Duerr, sales and marketing director, comments: "Consumers are becoming increasingly aware of the quality and provenance of their shopping basket and honey is no exception.

"The listing with Tesco is the first stage in a wider strategy to expand the range of Duerr's products available to the consumer."

Clear Blossom Honey is available in 454g from 800 Tesco stores nationwide RRP: £1.69