



TAKING YOUR BRAND TO MARKET

EXPERTS IN THE FIELD SINCE 1999

- Coregeo® was created in 1999 to offer intellectual property protection and brand management services to the highly specialised fresh produce market
- Its branded fresh produce concept began with the sale of 500 boxes of Pink Lady® apples to Marks & Spencer in 1992
- Andy Macdonald has been the Managing Director since 2003. Andy is a Liveryman in the Worshipful Company of Fruiterers, with a career spanning more than 50 years in the fresh produce industry
- Coregeo® is the UK's Master Licensor for Pink Lady® and Tenderstem® - the top two fresh produce brands in the UK. Other brands in the Coregeo® stable include unique fruit brand Metis® and Bimi® - the brand name for Tenderstem® in mainland Europe and Scandinavia
- The company has 20 years' experience of pioneering fresh produce brands under licence. Licensees pay royalties which cover management of the trademark, including quality audits, brand promotion and protection. Products must also meet rigorous and specific standards
- The team at Coregeo® has grown alongside the growth of the brands it manages. Chief Marketing Officer Michelle Evans has been joined by Marketing Manager Lynn Shaw and Assistant Marketing Manager Theresa Richards. David Leach is the company's full-time Compliance Inspector and Honey Mughal is the Finance and Operations Manager
- Pink Lady® is the UK's number one fresh produce brand with sales exceeding 59.6 million kilos in 2017. Brand awareness now stands at 83% of the UK population
- Sales of Tenderstem® have doubled over the last four years to more than 10 million kg in 2017 – the brand's ninth consecutive year of double-digit growth
- The company is a UK-based wholly owned subsidiary of Apple and Pear Australia Ltd and operates out of offices in Kent, the Garden of England

THE FUTURE

Coregeo® is continually looking for ways to drive the development of established brands like Pink Lady® and Tenderstem®, such as the launch of frozen Tenderstem® in 2017. It uses a powerful and creative mix of advertising, marketing, PR, sponsorship and experiential activity to keep these brands, as well as new and emerging brands like Metis®, moving forward.

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