

Press Release



Left to right - Ryan Frame, Blathnaid Mc Kenna (model), Mr. David Mc Cann, CEO and Ella Rowe

Gone Bananas! The Fyffes Brand Celebrates 80 Years

On the 16th of July 2009, the Fyffes brand celebrates its 80th Birthday. The famous Fyffes Blue Label made its first appearance in 1929 – making Fyffes the oldest fruit brand at retail in the world.

According to David McCann, Chairman, Fyffes Plc, “The longevity of the Fyffes brand marks a great achievement in the history of our company and is, in itself, a testament to the great care and attention afforded to the highly perishable product with which we work. Our endless dedication to quality ensures that when consumers choose a Fyffes blue label branded product they are buying the best.’

According to Laurence Swan, Fyffes Managing Director for Research and Development, this milestone is a proud achievement for the brand: “Over the

past 80 years, the Fyffes brand has gone from strength to strength. The endurance of the Fyffes brand over an 80 year period can be attributed to the quality of the fruit to which the label is attached and the service levels behind it with only the freshest produce selected from the most reliable producers being permitted to carry the famous Fyffes blue label”

When the Fyffes blue label appeared in 1929, it was the first time in history that any fresh fruit was branded. Supported by a significant and pioneering advertising campaign at the time, the public quickly interpreted the innovation as a quality statement enabling Fyffes to differentiate its fruit from the competition.

The Fyffes company has grown since those early days to become one of the largest tropical produce importers and distributors in the world. In Europe, Fyffes is the second largest distributor of bananas whilst globally Fyffes is the fourth largest distributor of bananas. With a turnover of €760m and an infrastructure that reaches across the globe, Fyffes is primarily involved in the production, procurement, shipping, ripening, distribution and marketing of bananas, pineapples and melons. It currently markets fruit in Europe and the United States primarily under the Fyffes, Turbana and Sol brands.

Ends

For further information, please contact Joanna Petty, Wilson Hartnell Public Relations, (01) 669030 or Joanna.petty@ogilvy.com