

Princes Fruit



Princes Fruit creates brand-new range of zero plastic on-the-go fruit pots

Princes Fruit has unveiled its brand-new range of on-the-go Fruit Pots, perfect for a healthier snack, a lunchbox treat or a tasty picnic nibble.

In a UK first, Princes Fruit pots also tick all the environmental boxes, as the packaging is 100% recyclable and uses zero plastic - with an aluminium pot, easy peel aluminium lid and a cardboard sleeve.

Princes Fruit Pots come in four delicious flavours to help anyone struggling to hit their 5 a day get their fruit fix, as each pot provides

shoppers with one of their five a day – ideal for kids and the half of all adults who admit they don't eat the recommended amount of fruit and veg each day¹. You can try juicy peaches, sweet pineapple chunks, as well as tropical fruit salad and the perfect pairing of peach and pear.

Dean Towey, Commercial Director for food at Princes, said:

“We are so excited to be the first zero plastic fruit pot to launch in the UK. We know that as the kids are back to school, and we all look forward to going back to the office, healthier, convenient, mess-free snacks and lunchbox treats are a must. So, these Fruit Pots come at the perfect time. As canned

¹ Public Health England (2016) National Diet and Nutrition Survey. Results from Years 5 and 6 (combined) of the Rolling Programme (2012/2013 – 2013/2014)

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/551352/NDNS_Y5_6_UK_Main_Text.pdf

Case Study

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fruit contains the same amount of nutrients as fresh fruit, and doesn't spoil nearly as quickly, these products are a no brainer for those with a busy lifestyle to get one of their five a day."

For further information, please visit www.princes.co.uk