



GROVE
ORGANIC
FRUIT CO.



The Brief

Grove Fresh launched in the mid 90's as the first organic juice brand and enjoyed fantastic growth during the organic boom. But as the market became flooded with organic juice, the brand lost its uniqueness, and consumers had no clear incentive to buy Grove Fresh over private label.

The brief was to create a role for the brand that would elevating the original above own label, give the pack strong on-shelf impact and ultimately enable a platform for innovation.



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FRUIT - WE LOVE IT!
AND THE TREES, TOO...
BECAUSE WE KNOW THE
BEST TREES GIVE YOU
THE BEST FRUIT.

WE SIMPLY TAKE THE

Solution

Our design brings to life the idea of an organic fruit grove, continuing to grow across the packs when merchandised side by side on shelf. The grove reflects the brand name, the pure and natural product and brings a sense of warmth to the refrigerator section. From Grove Fresh to Grove Organic Fruit Company, the name change allows the brand to innovate beyond juice.





Results

The tessellating pack design creates unique and distinctive brand impact, differentiating Grove from competitors and giving consumers a real reason to buy the brand again. The engaging redesign has restored Grove its former status as market leader.

60%

Market Share

Grove is the leading brand in the organic juice market (£9m of a £16m market).

400%

Sales Increase

Grove Apple Juice sales increased 4-fold year on year on a like-for-like basis since the redesign.





What the client says

“I cannot underestimate the impact that the brand redesign has had on the business in supporting our premium price position. Our consumers love it and our brand loyalty remains high.”

David Patmore
Managing Director, Grove Organic Fruit Company





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