



## Tenderstem® just got cooler



Top fresh produce brand, Tenderstem®, has announced it is to launch frozen Tenderstem® in the UK, an innovation which is a world first for the brand.

After almost a decade in development, frozen Tenderstem® will be available from January from Iceland Foods in a 270g pack of individually-frozen stems.

Supplied by TSA International Ltd, which has been a licensee of Tenderstem® for more than 10 years, the product has been developed using TSA's extensive knowledge of growing and selling fresh Tenderstem®. The supplier has developed a technique of freezing the hand-picked crop within hours of picking, packaging it and delivering it to consumers in premium condition. Frozen Tenderstem® is currently harvested in Kenya.

Frozen Tenderstem® retains all the qualities that the UK consumer has come to expect from this leading fresh produce brand: with no preparation required and no waste, frozen Tenderstem® can be eaten from stem to floret. Frozen Tenderstem® is also just as versatile, cooking straight from frozen in all manner of ways, from roasting to steaming and frying to boiling. By freezing at the point of harvest, all the nutrients and vitamins present in raw Tenderstem® are retained.

Michelle Evans, chief marketing officer at Coregeo®, master licensor of Tenderstem® in the UK said: "Frozen Tenderstem® has been several years in the making, so we're thrilled that the team at TSA International Ltd has finally cracked the code and can produce a product that meets the exacting standards we set ourselves.

"Frozen Tenderstem® offers consumers flexibility and convenience, and the fact that the product can be used in so many cuisines means frozen Tenderstem® is incredibly versatile. We're hoping that this new innovation will make Tenderstem® even more accessible to consumers, encouraging them to try something new."

Sales of Tenderstem® are currently up 15% YTD and frozen offers a fantastic opportunity to continue growing the brand by targeting a new customer with a new offering. Sarah Jackson, General



Manager at TSA International Ltd commented: “We’ve seen great success with fresh Tenderstem® over the years and we knew that there was a demand for this versatile vegetable to be offered to consumers frozen. We’ve taken our time developing the product, making sure that the sweet flavour and tender texture that makes Tenderstem® so unique is captured perfectly when cooked from frozen.”

**-Ends-**

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**Note to editors:**

**About Coregeo® Ltd**

Coregeo® Ltd is the fresh produce brand marketing specialist. As the UK's Master Licensor for leading fresh produce brands Pink Lady® apples and Tenderstem®, Coregeo® has led the fresh produce industry in brand management and marketing. With over a decade's experience pioneering fresh produce brands, Coregeo® specialises in intellectual property and brand management, trade and consumer marketing services and trade relationship management.

More information at [www.coregeo.co.uk](http://www.coregeo.co.uk)

**About Tenderstem®**

If you want a vegetable that's sweet, packed with good things and cooks in moments, Tenderstem® is ideal. And, because it's delicious from stem to tip, nothing needs to be discarded.

Tenderstem® has a mild, distinctive flavour and a texture more akin to asparagus than traditional broccoli and it's deliciously succulent. As the name suggests, Tenderstem® is tender from floret to stem so you can eat the whole vegetable, unlike ordinary broccoli, which tends to have a thicker, and sometimes woody, stem. It provides a tasty alternative to traditional green veg and is nutrient rich – 100g portion provides the full daily requirement of vitamin C.

Tenderstem® has its origins in Japan where it was developed using classical plant breeding techniques. The idea was to breed a more flavoursome brassica by crossing broccoli and Chinese kale, creating a sweet and tender stem brassica with a good texture.

For more information, visit: [www.tenderstem.co.uk](http://www.tenderstem.co.uk)