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Green Giant Fresh trades on familiarity

By

Tim Linden

October 9, 2020

These are challenging times and reports reveal that consumers tend to be attracted to the tried and true, especially when it comes to the food they eat.

“Consumers are seeking familiarity and conveniences amid the COVID-19 pandemic,” said Tom

Byrne, president of Monterey, CA-based Growers Express LLC. “Legacy brands tend to bring comfort to consumers in a time where they are feeling anxious.”

Growers Express LLC currently holds the master license for the Green Giant Fresh brand and manages the licensing program with their many sublicense partners. Green Giant has a brand awareness of more than 90 percent among the U.S. consumers and during these uncertain times, it qualifies as a brand that can trade on its familiarity. Back in 2009, Growers Marketing purchased the licensing rights to the Green Giant Fresh brand for use on fresh vegetables and since that time has grown the visibility, demand, and consumer following.

“Being a legacy brand through the years, consumers have come to trust the quality, freshness and reliability of the many products that are proudly packed under the Green Giant Fresh label,” Byrne said, adding that Green Giant Fresh has set a benchmark for today’s brands that are looking to rise up in the hierarchy of consumer brand loyalty.

Growers Express continues to make innovation a key priority driving what once was a commodity-driven category and has since exploded in usage and demand to more value-added, driving category sales and margins for retailers.

Published stories about consumer preference during the pandemic have revealed an inclination toward fresh foods over processed products, and Byrne said Green Giant Fresh is making sure that the brand delivers the reliability of high-quality product consumers have become accustomed to getting. “We also cultivate the Green Giant Fresh licensing partner community in supporting them in any way possible, especially during times of crisis, by adding value to their operation and enhancing opportunities for continued growth.”

Byrne noted that innovation has always been a driving force behind Green Giant Fresh and he pointed to the development of the original Cauliflower Crumbles chopped cauliflower back in 2015, which helped revitalize what once was a commodity-driven category and has since exploded in usage and demand. “Consumer favorites like Cauliflower Crumbles chopped cauliflower is the fastest growing value-added vegetable item in the cauliflower segment driving category sales and margins for retailers,” he said.

Byrne added that the many Green Giant Fresh Brussels sprouts options (shaved, halved, shredded, leaves) are more examples of the brand innovating by making it easier for consumers to incorporate this year-round vegetable into their daily diet. “From avocados and asparagus to Brussels sprouts and broccoli, Green Giant Fresh commands a presence in produce among the top vegetable commodity categories,” he said. “Green Giant Fresh continues to grow in popularity and add fresh options for convenience solutions for time-starved consumers.”

Speaking specifically of the upcoming Produce Marketing Association Fresh Summit, Byrne said Growers Express and its licensing partners will continue to build awareness and demand for the Green Giant Fresh brand within the industry through its vast array of products. He noted that several licensee partners have launching new products and product lines under the Green Giant Fresh label in recent months, including Church Bros. Farms and Potandon Produce LLC. Church Bros. Farms has expanded its value-added offerings to the retail segment with the introduction of five new items under the Green Giant Fresh brand: sweet baby broccoli, sweet baby cauliflower, spaghetti squash, butternut squash and sweet potato. Potandon has also added a new value-added product, a quick-and-easy fresh, shelf-stable mashed potato product called Green Giant Fresh Minute Mashers. The product comes in three varieties: red potatoes with buttery sea salt and pepper; yellow potatoes with

buttery chive and dill; and red potatoes with roasted garlic.

“We manage the Green Giant Fresh program through the support and collaboration with our license partners who cover a wide array of vegetable categories. Their continued efforts to focus on the strength of the brand help with the evolution of where the brand is going,” Byrne said. “The Green Giant Fresh brand remains authentic and comes from a real place, as it originated, so as the generations evolve it has been important to remain true to the core values of the brand which revolves around transparency, authenticity, and dependability. These values are really timeless.”

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