

Trade press release



Bensons Totally Fruity commit to Red Tractor Assurance for all their apples

Red Tractor, the quality assurance logo that demonstrates high standards of food safety and animal welfare, is delighted to reveal that Bensons Totally Fruity is the first apple juice supplier to become Red Tractor certified.

Bensons Totally Fruity, the UK brand that produces 100% natural fruit juice, will now use the Red Tractor logo on all Bensons Totally Fruity apple juice products, offering assurance that all the apples used in their juices are sourced from Red Tractor certified British suppliers.

The Red Tractor logo is a mark of quality assurance that shows that food or drink products meet high standards of food safety, environmental protection and animal welfare. The Union Flag featured in the logo also highlights a guarantee of origin.

Bensons Totally Fruity Director Jeremy Benson said: “We are delighted to announce the Red Tractor accreditation; this not only gives us another unique selling point but also the opportunity to support local suppliers.”

Red Tractor CEO David Clarke said: “We are delighted that Bensons Totally Fruity is getting behind Red Tractor and showing commitment to quality food and great farming by becoming Red Tractor certified for its apples. This is a new and exciting era for Red Tractor, extending the breadth of product offering to consumers in the drink market, with the very first Red Tractor apple juice.”

Bensons Totally Fruity has also recently become Red Tractor certified for its apples in its Chilly Billy apple ice-lolly range and will be rolling out the logo on pack in early spring .

For further information on Red Tractor and Bensons please visit www.redtractor.org.uk; www.bensonsapplejuice.co.uk.

-Ends-

For further press information please contact Rosanna Head or Kat Simon at Green Row Communications on 020 8960 8950 or email rose@greenrow.co.uk

Notes to Editors:

Red Tractor

Red Tractor, run by not-for-profit organisation Red Tractor Assurance, is recognised as the UK's leading quality food assurance mark guaranteeing food safety, quality and traceability. Put simply, Red Tractor means Great Food, Great Farming.

Red Tractor is backed by farmers and growers, food producers, processors and packers who are independently inspected to ensure they are meeting high standards of production relating to food safety and hygiene, animal welfare and environmental protection.

High profile support comes from the government, leading supermarket chains and many of Britain's food brands and restaurants.

The Union Flag in the Red Tractor logo provides an independently verified guarantee to consumers of the product's provenance/origin and shows the food is fully traceable back to British farms.