

Sea changes at Ocean Spray!

Ocean Spray – the world’s leading producer of cranberry products – has announced major changes to its sauce production, marketing and distribution in the UK.

From May 2004, F Duerr & Sons Ltd – the Manchester-based food manufacturer best-known for its range of jams and preserves – took over the production and marketing of Ocean Spray’s sauce portfolio in the UK. At the same time – and working in partnership with Duerr’s – Nichols Foods Foodservice Division has been appointed to handle the distribution of Ocean Spray’s sauce portfolio.

Nichols Foods’ credentials for this role are second-to-none in the UK. As well as strong strategic alliances with major brands such as Masterfoods, Duerr’s and Douwe Egberts, for instance, the company also supplies a range of high quality food and beverage products to the foodservice, vending and retail sectors.

Commenting on the new partnership, Rxxxxx Xxxxx, Sales and Marketing Director at F Duerr, said:

“We have worked with Nichols Foods for some years and they have an excellent track record. We are confident that they will drive the Ocean Spray foodservice business forward with the same enthusiasm and success as achieved with our own preserves range.”