

Sweet C continues to shine in the Middle East despite logistical challenges

The Middle East remains a key market for Sweet C mandarins, even as ongoing regional instability continues to place pressure on supply chains. Longer transit times, rising logistics costs and increased complexity in moving fruit efficiently have created a challenging trading environment for exporters and importers alike.

Despite these conditions, consumer demand for premium-quality citrus remains resilient, supported by strong retail partnerships across the region.



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"The commitment shown by our customers has been remarkable," says Adèle Ackermann, Marketing Manager of ClemenGold International and the Sweet C brand. "They continue to go the extra mile to ensure that consumers can enjoy premium-quality Sweet C mandarins, despite the challenges affecting the market."

Retailers have done more than maintain availability on shelves. Many have continued to invest in the Sweet C brand through prominent in-store displays, consumer tastings and promotional campaigns designed to engage shoppers and reinforce the brand's premium positioning.

"These initiatives not only attract consumers but also highlight the enjoyable eating experience that Sweet C is known for," Ackermann explains.



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According to Ackermann, the continued support from retail partners demonstrates the value of long-term relationships throughout the supply chain.

"Strong partnerships are built on more than commercial agreements. By continuing to invest in the brand during challenging times, our customers are helping to keep Sweet C top of mind with consumers while ensuring that great-tasting South African mandarins remain accessible to families across the region."

As the season progresses, the Middle East continues to play an important role in the global Sweet C programme, underlining both the strength of the brand and the resilience of its partners in navigating a complex market environment.

ClemenGold will be at Asia Fruit Logistica in Hall 5, Stand D16.

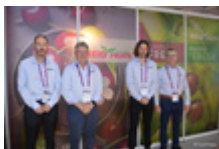
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