

UK: Cherrygood cheers first-year sales

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UK juice firm Cherrygood has recorded a turnover of GBP1.2m (US\$1.8m) in its first year of operation.

The company, which has listings in a number of UK supermarkets, said today (12 July) that it is looking to expand overseas with the brand now available in countries including Spain and Greece.

“Due to the success in the UK market, the company has been approached by an ever increasing number of companies who would like to start distributing Cherrygood in many new European territories,” the firm said. “The company is now selling directly to a leading distributor in both Greece and Cyprus and has also entered the Spanish market.”

The company is owned by John Heseltine, who created and sold natural fruit juice retail chain Lovejuice for GBP3.4m (US\$5.1m).

The company’s products include Cherry Original, Cherry Berry and a recently-launched Original Cherry Light.

Heseltine said: “Cherrygood has been trading for 14 months and in its first year of operation had a turnover of GBP1.2m. When this is compared to [Innocent](#)’s first year sales of only GBP200,000 then we are rather pleased with the progress of the brand.”