British Rapeseed Oil Brand Invests To Capitalise On Growing Trend

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Farrington's Mellow Yellow cold pressedrapeseed oil seeks to establish brand position within growing food sector.

Farrington Oils launched in 2005, with founder Duncan Farrington selling its first year's stock of 6,500 bottles of Mellow Yellow cold pressed rapeseed oil to independent retailers from the boot of his car. Since then the company has seen sales of Mellow Yellow grow as it secured distribution via leading supermarkets and consumers switch to using the British product over olive oil. This year sales have increased YOY by 11%, on top of 94% growth in the previous year, bringing its sales to over £1m.

Now producing a full range of oil, infused oil, salad dressings and mayonnaise, September sees the launch of a new marketing campaign to firmly establish Mellow Yellow's brand position. The multi-channel campaign uses the headline "My Goodness!" which reflects the unique qualities of Mellow Yellow and taps into the reaction that lots of consumers express when trying the products.

"Last year, the company invested £120k in production to keep pace with demand and marketing spend over the next 12 months will match that," says Duncan Farrington. "This is a very exciting phase of our business and our focus, as always, is providing customers with products they appreciate."

In a drive to bring the Mellow Yellow brand onto supermarket shelves and into shoppers' basket, the company has introduced a lower RRP of £4.29 for the flagship 500ml cold pressed rapeseed oil, as well as introduce a smaller size 250ml with a RRP of £2.50. The new campaign will further support this drive and includes retailer promotions, consumer magazine advertising, online promotions and social media.

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