

Preview Farrington's Mellow Yellow Cold Pressed Rapeseed Oil Rebrand

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Farrington's Mellow Yellow cold pressed rapeseed oil celebrates its 10 year anniversary next year and has undergone a rebrand. Keeping the trademark yellow flowers, they have created a fresher design across the entire range that reflects the Farrington's Mellow Yellow quality.

Farmer Duncan Farrington launched Farrington's Mellow Yellow cold pressed rapeseed oil in 2005. Produced on the Farrington's family farm in Northamptonshire, they have since expanded their award winning range to include dressings and mayonnaise. The company are proud of their credentials, producing their brand of oil to LEAF marque standards and the entire range is free from additives and gluten free.

A key part of the rebrand involved customer research. The company asked customers what they like about the Mellow Yellow cold pressed rapeseed oil and what's important to them when selecting a culinary oil. Based on this research, they have simplified the information on the front, retaining the important elements, particularly the British flag as provenance is one of the most important factors for shoppers.

The new look will be on supermarket shelves from January 2015 onwards.

Stockists Waitrose, Sainsbury and Ocado, plus independent stockist nationwide.

RRP £4.30 for the 500ml oil

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