

COMMODITIES / DRIED FRUIT / VINE FRUIT / CHELMER FOODS SEES IMPROVING DEMAND IN VINE FRUITS

Chelmer Foods sees improving demand in vine fruits

Demand for Turkish sultanas and raisins is picking up strongly now with the Easter break imminent, Chelmer Foods reported on Monday.

By Julian Gale

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Speaking to *The Public Ledger* from the company's stand at IFE, London, Chris Wilding, national account manager, explained that Chelmer Foods is one of the UK's biggest importers of sultanas and raisins from Turkey. The company is the exclusive UK distributor for Taris and Ozgur, major Turkish exporters of vine fruit.

Wilding (pictured below on the company's stand at IFE) noted that Turkey's 2014 sultana and raisin crops were very favourable so sales have been running strongly, benefiting from competitive pricing over rival producer California.

He revealed that Sunday at IFE had generated a decent amount of visitors to the stand. Target customers include bakery, confectionery and cereal manufacturers.

Wilding said that business had been slow to pick up in the early stages of 2015. The weather can impact on this. For example, in colder weather UK consumers tend to favour porridge or other hot breakfasts over cold cereals, the latter being a key usage area for raisins and sultanas. Off-take on the raisins and sultanas has started improving of late, both for use in products consumed over Easter – such as hot cross buns – and in cereals, Wilding observed.

Chelmer Foods also highlighted its tropical dehydrated fruits, such as dried pineapple, papaya and cantaloupe, as well as its core nut products of almonds, walnuts, pecans and hazelnuts.



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