

GROWERTALKS

GT in Brief

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Star Roses & Plants Announces Rebrand of BrazelBerries

Chris Beytes

The line of small fruit bushes, purchased recently by Star Roses & Plants from Fall Creek Farm & Nursery, has a new name for North America: Bushel and Berry.

The rebranding comes from feedback from BrazelBerry customers—growers, garden centers and consumers—who love the genetics, but felt the name was confusing, says program manager Layci Gragnani. Layci said some people didn't know how to pronounce the name (does it rhyme with hazel or dazzle?) and they wondered if it was a cross between a blackberry and a raspberry. Another concern was whether or not BrazelBerries are genetically modified (they're not).

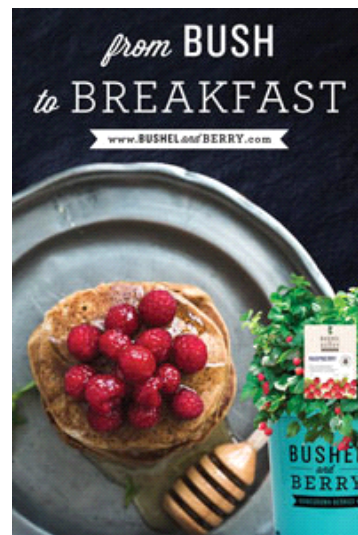
"Once GMOs were mentioned, I knew that we needed to make a change if we were going to grow this program," she said via email.

So after much thought and discussion, they came up with the new name, a new logo, tags and containers, all of which will be available at retail in 2017. Star Roses & Plants also will build a new website for the collection, BushelandBerry.com, which will launch this month. And there's a great series of consumer ads planned.

Layci says one of the goals of the rebrand is to reach a new group of consumers.

"Berry consumption is continuing to rise among consumers, especially Millennials, who are striving to eat healthier and grow their own food. Our new name and look, which is reminiscent of the biodegradable berry baskets found at farmers' markets, allows us to reach this expanding audience."

So what are these Bushel and Berry plants exactly? They're a collection of raspberries, blackberries and blueberries that are compact, self-pollinating—and delicious, the company adds. They're ideal for the the landscape or in patio pots for small space gardeners.



The re-branding is only for North America; Layci says the European market will continue to use the name BrazelBerry. **GT**