

## Tesco pushes watercress

**TESCO IS** enhancing its watercress offer in the South by hosting Meet the Grower events featuring local producers, as it looks to boost promotion and sales of the product.

The supermarket giant is halfway through a six-week push that will see watercress growers going into store and sampling their product, as well as offering customers the chance to talk to growers directly.

Alresford Salads, part of the Bakkavör Group, supplies Hampshire-grown watercress into Tesco stores via the retailer's Southampton depot. The firm plans to run the promotion through until September.

Sean Ede from The Watercress Company appears on the packaging for Tesco Hampshire watercress to inform consumers that the crop is harvested daily. He grows the product on five farms in or around Alresford. ○