

Take a fresh look at our fruit and veg department ... / Tesco.

Contributors

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Take a
Fresh look
at our
Fruit and Veg
department



100s of new products

To give you even more choice this summer we've introduced loads of new products into our fruit and veg department.

Look out for new prepared fruit packs, salads, tropical fruit and lots more!



Even more Organics

Organic fruit and vegetables taste great – with the added assurance of restricted food additives, whilst promoting wildlife and conservation. We're increasing our range so you'll find even more Organic products to choose from. And to make them easier to find, we're moving Organic products next to the standard product – so you'll find Organic cauliflower in the cauliflower section, and so on.

The very best in Season

We're making it even easier for you to find the best seasonal products in-store.

Look out for the Season's Choice sign, highlighting British products that are at their very prime.

You'll find British Asparagus and Jersey Royal potatoes in-store now.



Better quality fruit & veg

We're committed to bringing you the best – all year round. That's why we're always working hard to find ways to bring you better quality fruit and veg. Look out for some of our improvements in store now, for example, apples that are left on the tree longer, making them bigger and tastier for you. You'll also find giant mangoes and pomegranates, all designed to give you a tastier fruit experience.

We're committed to ongoing quality improvement, so look out for further developments throughout the year.

*subject to availability, some products only available in larger Tesco stores.