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Co-op launches Mojito cocktail flavoured grapes

21 July 2025 | News

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Co-op stores will stock a brand-new grape variety,â?¯Mojito Fresh, as part of its premium Irresistible Limitedâ??Edition range. The bundle available for just three weeks features grapes with a naturally refreshing twist: a sweetness tinged with lime, reminiscent of the classic cocktail.

Developed in Spain through natural cross-breeding techniques, the grapes combine two unique flavour profiles to achieve their signature taste. Kate Byrneâ??Fletcher, Coâ??opâ??s Head of Fresh Produce, says the company is catering both to mojito enthusiasts and health-conscious shoppers.

â??This new variety is a mustâ??try for mojito cocktail fans,â?• she said. â??Weâ??re thrilled to be adding it into our fresh fruit aisle for our members and customers to enjoy as a healthy snack or freezing and adding to summery drinks.â?•

Due to its seasonal nature and flavour-driven appeal, Coâ??op anticipates a strong selling performance.

â??Weâ??re expecting this new variety to fly off the shelves and will only be in stores for just a few weeks due to the limited seasonal window,â?• Byrneâ??Fletcher added.