

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, the Mojito Fresh, as part of its premium Irresistible Limited 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 Byrne-Fletcher, Co-op's Head of Fresh Produce, says the company is catering both to mojito enthusiasts and health-conscious shoppers.

"This new variety is a must-try for mojito cocktail fans," she said. "We'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."

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

"We'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," Byrne-Fletcher added.