

## New look and taste for Sunshine D

South African margarine and spreads brand, Sunshine D, is sporting a refreshed taste and packaging design. Sunshine D is one of the premier brands of Willowton Group, a South African family-owned FMCG company best known for its edible oil products.



Prior to the rebranding and reformulation, Willowton Group embarked on a full brand review, including taste panel sessions, to ascertain opportunities to grow the Sunshine D brand further. With input from researchers and experts, the company decided it was time for a completely new recipe to ensure that both the taste and brand delivered on the 'Make it taste Better with Sunshine D' brand proposition.

"The most important aspects are the improved all-round taste, mouthfeel and product experience. Changing the packaging was crucial to 'differentiating' the product from those of our competitors and also bringing new life into the brand.

"The new oval-shaped tub that resulted is both iconic and unique to Sunshine D. The new look and feel has allowed us to refresh the brand and bring new energy to it," says Deon Calthorpe, the managing executive of sales and marketing at Willowton Group.



Montagu refreshes product, branding and distribution strategy

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According to Calthorpe, the rebranding and reformulation has been well received.

“We remain committed to growing our margarine and fat spreads brands and products and will look to innovate further within the category. Ultimately, our drive is to focus on our consumers’ need for affordable great quality products that taste great. Our Sunshine D brand is our premium margarine and spreads brand and we will drive continual investment into striving to make it South Africa’s number one brand within the category.”

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