

Ribena



Ribena fruit breeders at the Hutton have been supporting the development of Ribena for **at least 35 years**.

Around 90% of the blackcurrants grown in the UK now end up in Ribena and around **three quarters of these are grown from Hutton varieties**.

Operating for 86 years, **the Ribena range is a top 100 UK grocery brand worth £120 million in retail sales**. Maintaining the distinctive flavour and colour consumers associate with Ribena has required careful management of blackcurrant varieties.



Brand owner Suntory and the Hutton's scientists collaborate across the entire blackcurrant supply chain to ensure that the **blackcurrants contained in Ribena are bred and farmed in a sustainable way and can pass stringent taste tests**.

Breeding varieties that help farmers adapt to climate change is one of many breakthroughs achieved by Hutton scientists. Others include breeding varieties which produce a higher fruit yield, as well as varieties with improved resistance to common pests.



The Hutton plays a critical role in helping farmers to develop a more **sustainable livelihood** and helping Suntory protect its supply chain.

Total sales of Ribena in 2023 were around £120 million. **Nearly all the blackcurrant varieties used to produce Ribena (95%) are Hutton varieties** and if these varieties were not available, around 44% of Ribena sales could be lost to imported alternatives.



In 2023, around **£50 million of UK Ribena sales** were sustained by Hutton variety blackcurrants.

On this basis, the Hutton's contribution was estimated at **£34.0 million in GVA to the UK economy**, supporting around 375 jobs.

