

# Press Release

## Britain's iconic pickle matriarch gets glow-up

**August 22:** Mrs Elswood, the nation's number one gherkin brand, is celebrating its 75<sup>th</sup> year with a modern-day glow-up of its iconic matriarch.



It's the first Mrs Elswood makeover since the 90s and it brings her up to date for a new generation of pickle fans. She has been given a younger more fashionable look with a sleek hairstyle and new red top which matches the classic green and red brand colours.

Mrs Elswood first appeared on jars of gherkins as far back as the 1970s as a smiling young woman posing in a lush meadow in a soft-focus photograph. She was replaced by an illustration and has stayed relatively unchanged since then.

British people enjoy a pickled gherkin or two more than 100m times a year and this obsession soared by 15% since lockdown showing that the nation is properly passionate about pickles.

The sweet, salty, tangy, crunchy zing of a pickle is hard to beat. Over a quarter (27%) of Brits use them to liven up a sandwich, 15% love them in a burger and 1 in 10 mix them into a salad.

However, there are hardcore pickle fanatics who just can't get enough with 1% of people topping their pizzas and accompanying their roast dinner with pickles.

**Mat Moyes, Gherkin Guru at Mrs Elswood said:** *"Mrs Elswood is the much-loved matriarch of our brand and has warmed the hearts of millions of pickle fans as they indulge in the joy of snaffling a crunchy gherkin straight from the jar."*

*“We’ve seen a real explosion of interest in pickled gherkins in recent years as households across the country look to brighten up meals. We decided it was time for her to be pampered and made over for a new generation of passionate pickle fans.”*

Pickled gherkins have experienced a renaissance in recent years with lockdown encouraging Brits to replicate restaurant experiences at home. This meant that up and down the country, gherkins were called on to liven up burgers, sandwiches and salads – recognising it’s the little touches that make the difference to an everyday meal.

Starting in 1947 in London, Mrs Elswood was reinvented in 1972 by Sam Goldman, Joe Rubin and Dennis Mendel who took the brand to millions of British households. The brand has grown a loyal following of pickle fans who use the gherkins to enhance and flavour all kinds of dishes from burgers to bagels and salads to sandwiches.

The new Mrs Elswood brand look and feel will feature across its entire iconic range of pickled gherkins including Whole Sweet Gherkins, Sandwich Slices, Dill Spears and Burger Gherkins. The new branding will be rolling into supermarkets from July 2022.

Mrs Elswood gherkins are picked, packed and pickled directly in jars only once a year, when cucumbers, grown under the summer sun are at their best - so it was essential that the brand refresh happened in the new summer pickle season.

*\*Data source Kantar pickled cucumber usage 52 w/e 24<sup>th</sup> January 2021*

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### **Notes to editors**

Guaranteeing premium quality for 75 years, Mrs Elswood gherkins are harvested at the height of the cucumber growing season every summer. Its gherkins are famous for their crunchy texture and delicious flavour that brightens up meals, sandwiches,

salads and snacks across Britain. Mrs Elswood is the number one gherkin brand in the UK with products available in all leading supermarkets.

For more information on Mrs Elswood, please visit: [mrselswood.com/](https://mrselswood.com/)