

# Sharbatly: A Digital Evolution for a Legacy Brand

How Centric transformed a 90-year-old fresh produce leader's digital presence, merging tradition with innovation to create a compelling user experience that drives real business results.



# The Challenge: An Outdated Digital Presence

Despite Sharbatly's strong 90-year market reputation in the fresh produce industry, their website failed to reflect their premium standing:

## ☐ Outdated Design

Visual elements and imagery lacked modern appeal, creating a disconnect with Sharbatly's high-quality products

## ☐ Inconsistent Branding

Multiple variations of stakeholder names across the site caused confusion and undermined brand authority

## ☐ Poor User Experience

Limited content strategy and difficult navigation resulted in reduced engagement and conversions



The existing website failed to deliver a user experience that matched Sharbatly's market leadership position.

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# Our Approach: A Multi-Faceted Digital Transformation

Centric developed a comprehensive strategy to revitalise Sharbatly's digital presence whilst honouring their legacy:

1

## Visual Redesign

Created a fresh, visually stunning design with intuitive navigation and modern layout that aligns with Sharbatly's premium positioning

2

## Content Strategy

Standardised messaging across the site, emphasising B2B focus whilst maintaining strategic B2C elements

3

## User Experience

Improved site navigation and strategically placed CTAs to enhance user engagement and drive conversions

Our approach focused on creating a digital experience that would showcase Sharbatly's rich heritage whilst providing modern functionality and engagement opportunities.

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# Key Feature: Interactive History Timeline

## Bringing 93 Years of Heritage to Life

To showcase Sharbatly's impressive legacy in an engaging format, we created a visually dynamic history timeline that:

- Chronicles the brand's journey from inception to present day
- Highlights key milestones and achievements in an interactive format
- Reinforces Sharbatly's industry leadership and experience
- Significantly increases time spent on the website

This feature transforms Sharbatly's rich history from a static paragraph into an engaging story that builds trust and credibility with visitors.



The interactive timeline captivates visitors and communicates Sharbatly's impressive heritage in a modern, engaging format.

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# Key Feature: Fresh Produce Showcase



## Product Discovery

Showcases Sharbatly's top 20 products in a clean, organised manner with detailed descriptions and nutritional information

## Educational Content

Provides valuable information about each product, educating customers about quality, sourcing and nutritional benefits

## Seamless Purchasing

Direct links to Sharbatly Club for B2C customers, creating a frictionless path to purchase that drives conversions

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# Key Feature: Recipes Page

## Value-Added Content that Inspires

The new recipes page serves multiple strategic purposes:



Showcases creative ways to use Sharbatly's premium fresh produce



Encourages longer website visits and repeat traffic



Positions Sharbatly as a trusted advisor, not just a supplier



Creates opportunities for content marketing and social media engagement



Drives interest in specific products featured in the recipes

### Hand-Picked Recipes



**Vegan Roasted Vegetable and Chickpea Salad**

4 People 60 Mins



**Banana and Spinach Stuffed Bell Peppers (Vegetarian)**

4 People 45 Mins



**Mediterranean Quinoa Salad (Vegetarian)**

4 People 40 Mins



**Vegan Pomegranate Salad**

4 People 10 Mins



**Vegan Lettuce Wraps**

4 People 15 Mins



**Chicken and Vegetable Stir-Fry**

4 People 45 Mins

The recipes page has become one of the most visited sections, significantly increasing user engagement and session duration.

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# The Results: A Digital Renaissance

The transformation delivered measurable improvements in user engagement, brand perception, and business performance, proving the value of strategic digital investment.

40%

Product Page Engagement Growth

25%

Session Duration Increase

80%

Enhanced Brand Perception

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# Business Impact: Beyond the Metrics



## Brand Consistency

Content standardisation across the site reduced confusion and reinforced a cohesive brand identity

## Talent Acquisition

Enhanced Careers section with more professional presentation increased traffic and engagement from potential candidates

1

2

3

## Improved User Experience

Optimised navigation, language switchers and improved contact forms enhanced the overall user journey

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# Services Delivered by Centric

## Website Development

Built a modern, responsive website with optimised performance, intuitive navigation and strategic CTAs to drive engagement and conversions

## UI/UX Design

Created an intuitive, visually appealing interface that guides users through a seamless journey whilst communicating Sharbatly's premium brand positioning

## Content Strategy

Developed engaging, consistent content that tells Sharbatly's story whilst providing value to users through features like the recipes page and product information



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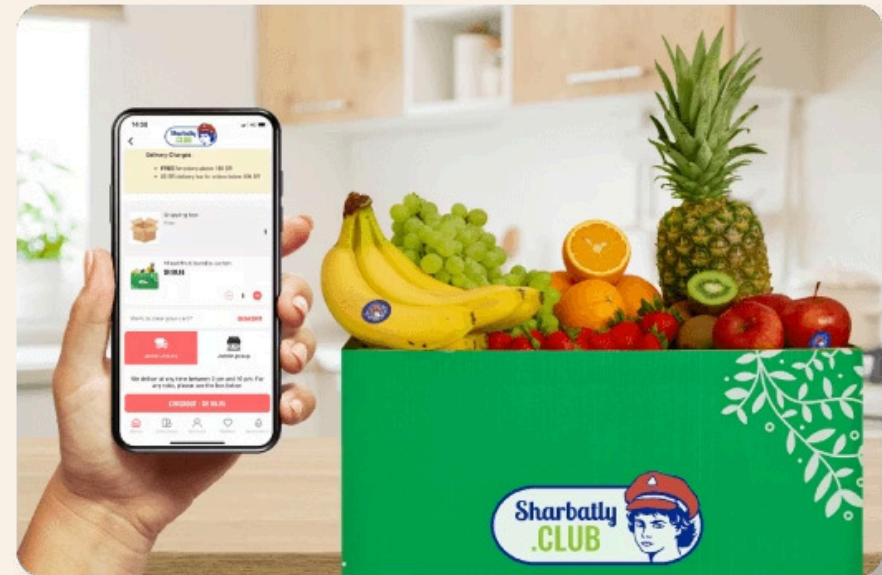
# Conclusion: Tradition Meets Innovation

The revamped Sharbatly website successfully merged tradition with innovation, providing a modern platform that aligns with the company's rich heritage and future ambitions.

By addressing the key challenges—outdated design, inconsistent content, and poor navigation, Centric transformed Sharbatly's digital presence into a dynamic, user-centric experience.

This case study demonstrates that a well-executed digital transformation can significantly improve user engagement, enhance brand perception, and drive measurable business results for even the most established brands.

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## Unlock Your Digital Potential with CENTRIC

As demonstrated through our successful partnership with Sharbatly, Centric specializes in transforming legacy brands into digital powerhouses. Our expertise in UI/UX design, website development, and comprehensive content strategy empowers businesses to enhance user engagement, elevate brand perception, and achieve measurable growth.



Ready to redefine your digital presence?

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