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New berry range 'better than chocolate'



Joint venture partners Mastronardi and BerryWorld are aiming to wow the trade with their rebranded fresh berry offer

North American greenhouse produce specialist Mastronardi is aiming to wow visitors to next week's United Fresh exhibition in Chicago with a newly revamped range of fresh berries.

The relaunch follows the creation of BerryWorld America, Mastronardi's joint venture partnership with international grower-marketer BerryWorld, and centres around a new brand called Wow.

"We can't wait to share our new Wow berry line," commented Nicole Balderas, the company's vice-president of marketing. "The unique flavour notes of each premium berry are – quite

literally – better than chocolate and will completely change expectations for how a berry should taste."

Mastronardi's Sunset label is one of the world's leading trademarks for fresh tomatoes, and the group is confident that its new venture can achieve that same level of success with berries.

"Sunset revolutionised the tomato category by delivering a new level of quality, flavour, and innovation, and we're going to do it again with berries," said Paul Mastronardi, president and CEO. "It's going to be a banner year for us at United Fresh."

Promotions at the Chicago

event will include a special greeting by Wow brand ambassadors as well as a berry-based nightcap at the United Fresh Late Night party.

The first 150 people to sample the Wow range's six new varieties will also receive a special gift.

Wow berries will also be on display in the United Fresh Innovation Award showcase, alongside Sunset's backyard compostable packaging and its Sprinkles, Tiny Mighty tomato line.