



By Carl Collen

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Driscoll's launches Sweetest Batch blues

The latest premium berry collection from Driscoll's has an extra-sweet taste and is available for a limited time



Berry giant Driscoll's has announced the launch of Sweetest Batch Blueberries, a new, limited edition line that it says "delivers on a unique, indulgent berry experience focused on elevated flavour".

According to the group, plans are also underway for Sweetest Batch Blackberries, making Driscoll's the first company to market a complete berry patch premium flavour offering across strawberries, raspberries, blueberries, and blackberries.

Driscoll's says that its brand promise of 'Only the Finest Berries' has "singularly allowed the company to focus on its mission of delighting the consumer".

Sweetest Batch Blueberries are bred naturally with no GMOs by the brand's 'Joy Makers', Driscoll's team of agronomists, breeders, sensory analysts, plant health scientists and entomologists, exclusively for its network of independent farmers to grow and harvest.

"The fresh berry category continues to lead the growth of the produce industry and the blueberry experienced a double-digit growth in retail sales," says Frances Dillard, senior director of brand and product marketing. "As the number one brand in produce, Driscoll's 100-year farming heritage is dedicated to flavour as our brand differentiation."

"We are excited about this new product innovation that leverages our best proprietary genetics to bring a big, extra-sweet flavour offering to our consumers" notes Annie Duner, product marketing manager. "Driscoll's goal is to generate buzz and excitement in an otherwise commodity driven category."