



By Carl Collen

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## Sweetest Batch blackberries hit shelves

Driscoll's rounds out Premium Flavor Collection with the launch of limited edition Sweetest Batch Blackberries



**D**riscoll's has announced the launch of limited edition Sweetest Batch Blackberries, marks Driscoll's as the first company to market a complete berry patch premium flavour offering across strawberries, raspberries, blueberries, and blackberries.

According to the US company, Driscoll's Limited Edition collection is a curated series of best of season, ultra-flavourful offerings bred to give consumers an indulgent new way to experience their favourite fresh berries.

The blackberries are bred naturally 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.

Sweetest Batch Blackberries are available now in select regions across the US for a limited time.

"The addition of Sweetest Batch Blackberries to the Limited Edition collection underscores our commitment to delighting consumers who have come to expect only the best and most flavourful berries from Driscoll's," said Fran Dillard, senior director, brand and product marketing at Driscoll's.

The fresh blackberry category has experienced the largest berry growth in household penetration increasing at +7.6 points over the last five years.

Driscoll's consumer satisfaction scores collected and analysed by its proprietary Online Panel Program indicates the category is approaching one of the highest flavour seasons for the year.

"This new product innovation generates buzz and excitement for the entire blackberry category" noted Annie Duner, product marketing manager. "Flavour is driving the overall growth of the fresh blackberry category."

"We're on a constant pursuit to innovate and perfect different blackberry varieties," added Gavin Sills, global plant breeding director for blackberries. "The traditional blackberry has long been known in the produce industry as an underdog berry and Driscoll's is set to revolutionise this segment with incredibly flavourful varieties."