



By Carl Collen

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Driscoll's thinks Berry Big

Group introduces limited volumes of Berry Big Strawberries, just in time for National Strawberry Month.



In the US, Driscoll's is bringing its Berry Big Strawberries to market, larger sized fruit that gives consumers multiple bites from just one berry.

According to Driscoll's, quantity is limited and captures the beginning of the peak California growing season, with the large strawberries packed in a single-layer, recycle-ready corrugate package.

"With families focused on well-being and spending more time together, product quality and new usage occasions are high priorities," said Frances Dillard, senior director of brand and product marketing. "Our brand is foundational

to making those ordinary moments of human connection just a bit more special. Customers are also eager for category excitement that will drive purchase intent and trust our brand to deliver on product innovation."

The product launch is timed for May, otherwise known as National Strawberry Month across the country.

"We spent more than a year in consumer research to crystalise new usage occasions and understand the ways consumers want to enjoy strawberries," said Naomi Sakoda, Driscoll's product marketing manager. "Consumers clearly expressed that

naturally big fruit encourages more dipping, slicing, dicing, filling and sharing.

"We are confident that Berry Big Strawberries meet a unique marketplace need and that our product strategy is directly translated from what the consumer wants."

The 18 ounce corrugate package includes the How2Recycle label on the bottom, which informs consumers how to recycle accurately and where to go if they need to find information specific to their municipality.