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Driscoll's offers Sweetest Batch blues



Group highlights latest brand campaign and explains how it ties into the peak season for its Sweetest Batch Blueberries

Driscoll's has said that its Sweetest Batch Blueberries are in peak availability, as it looks to take advantage of what the group called "the hottest holiday trend of grazing boards".

The California-based company is the first to market a complete berry patch premium flavour offering across strawberries, raspberries, blackberries, and blueberries.

According to Driscoll's, Sweetest Batch berries follow the repeated marketplace success of the third in-market season of Driscoll's Rosé Berries.

Driscoll's Sweetest Batch Blueberries come from a proprietary variety that was traditionally bred without GMOs by a dedicated team of agronomists, breeders, sensory analysts, plant health scientists and entomologists, just like the rest of Driscoll's berries, exclusively for Driscoll's network of independent farmers to grow and harvest.

Now available across the US, Sweetest

Batch Blueberries are said to be "perfect to enjoy fresh and paired with the ultimate appetiser samplings for the most delicious holiday grazing boards".

"Our Sweetest Batch product line was developed from a strategic commitment to provide consumers with an elevated flavour offering that will continue to push the flavor boundaries of the category," said Grant Garbinski, product marketing manager. "Driscoll's has pioneered flavour innovation and as the market leader we'll continue to delight our consumers with the best tasting berries that the industry has to offer."

"To celebrate the availability of Sweetest Batch Blueberries along with all of Driscoll's berries, we've extended our Sweetness Worth Sharing brand campaign to include creative holiday inspirations of grazing boards," noted Evelyn Martinez, digital marketing specialist. "From jarcuterie recipes to even dogcuterie creations for our furry friends, our consumers are finding the holiday sweet

In addition to grazing board recipes and inspirations, a limited-time holiday sweepstakes will allow consumers to create their own berry grazing board and share it with Driscoll's through 5 January to win a variety of prizes from free berries to cheese knives and more.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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