



By Mike Knowles

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## Disney Garden adds *Pixie Sweet* peppers



Fresh produce marketer Imagination Farms extends its premium line with miniature snack peppers from Arizona

**U**S-based fresh produce company Imagination Farms, which markets the *Disney Garden* brand, is aiming to build its business further next month by expanding its Pixie Sweet product line with the addition of snacking mini peppers supplied by Arizona-based Frank's Distributing / Bionova Produce.

The Disney Garden Pixie Sweet Peppers will be available in one-pint clamshell packaging and feature Disney's hallmark Tinkerbell character. The packaging will also bear the 'Fairy Fun Snack' motif to remind children and parents that the small peppers are perfect for snacking. The peppers will be available year round, starting in July.

"These peppers are a perfect size for kids and the Pixie Sweet branding is an excellent match for their sweet flavour," remarked Montie McGovern of Frank's Distributing. "We are excited that we can utilise Disney Garden as a vehicle to help introduce kids to this healthy snack."

Pixie Sweet products are one of the strategic cornerstones of the Disney Garden programme. The Pixie Sweet line focuses on offering premium fruits and vegetables that offer exceptional flavour for what the marketer describes as "an exceptional eating experience". According to the company, this focus on quality has helped retailers report significant top-line growth with other Pixie Sweet products. "One retailer reported a 25 per cent increase in total category sales after conversion to Disney Garden's Pixie Sweet corn programme," reported a spokesman. Other products in the Pixie Sweet line include sweetcorn, Rainier cherries, golden kiwifruit and champagne grapes.

Melinda Goodman, director of marketing for Imagination Farms, commented: "Our Pixie Sweet programme, with its emphasis on taste, is a critical component to our mission of increasing consumption of fruits and vegetables among children. Every time a child can try something new and have a great taste

experience, we create an opportunity for repeat purchases and further exploration of new fruits and vegetables. This is particularly appealing to mums who are always looking for new ways to get their kids to eat more fruits and vegetables."

Pixie Sweet Peppers will be available directly from Frank's Distributing/Bionova Produce under the Disney Garden brand. Other Disney Garden suppliers include: Ito Packing (stonefruit, cherries and blueberries), Four Star Produce (domestic grapes), Crunch Pak (sliced apples), Sunwest Fruit Corporation (California citrus), Progreso Produce (mangoes, pumpkins and watermelons), Carousel Candy (low-fat caramel apples), Chelan Fresh and L&M Northwest (apples, pears and cherries), Turbana Corporation (bananas and pineapples), Church Brothers / True Leaf Farms (vegetables), Six L's / Custom Pak (tomatoes and watermelon), Russet Potato Exchange and Rigby Produce (potatoes), Hugh Branch and Prima Bella Produce (sweetcorn), West Pak

Avocado (avocados), William H Kopke Jr

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

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