

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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Dracula delivers for Pinnacle Fresh

Themed promotions over Halloween help Australian marketer build its citrus brand in the US



Pinnacle Fresh showcased the Dracula brand at PMA Fresh Summit in Anaheim

From its headquarters in Melbourne, Pinnacle Fresh is building a successful export programme into the North American market.

The company has created a particularly unique proposition for Australian-grown citrus in the US through its Dracula brand. The brand's range includes Dracula Blood Oranges, Dracula Baby Mandarins (easy peelers), and Dracula Pink Cara Cara (navels).

Pinnacle Fresh has developed some eye-catching imagery to help project the brand's tagline 'Wickedly Healthy'. This artwork is proudly displayed on fruit cartons and assorted pos materials, giving retailers a distinctive avenue to market fresh produce, particularly over the Halloween period.

"Our main mission is to create themed promotions to drive and encourage healthy eating, particularly with children," explained Jordan Bain, sales manager and director of Pinnacle Fresh.

"There's no better time to do that than the run-up to Halloween."

Bain said the ability to develop and sell a brand story delivers real value in the US.

"The retail landscape is different to just about anywhere else in the world when it comes to promotions," he says. "If you create the brand, you also create the theatre behind it."

Dracula citrus is now sold in over 3,000 stores across the US. This reach far exceeds Pinnacle Fresh's initial expectations when it launched the brand in 2017.

"We thought we might be able to reach 100 stores initially," Bain said with a laugh. "It really is a testament to the power of themed marketing in a market like the US."

Pinnacle Fresh is also using themed marketing to develop consumer awareness of Dracula citrus in the Australian market, with a major retailer

featuring the brand in a Halloween-inspired double-page spread in its weekly catalogue.

Read more about the work Pinnacle Fresh is doing in the upcoming Summer edition of Produce Plus.