

For fresh fruit and vegetable marketing and distribution in Asia



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## Chiquita focuses on fitness

Global banana brand aims to encourage consumers to exercise, with 12 new stickers promoting fitness challenges



**K**nown for activating its fruit stickers with engaging consumer-led content, Chiquita has announced it will focus on fitness during the 2020 summer, with 12 new stickers promoting three fitness challenges.

According to a release, the challenges will relate to three varieties of exercise - warm up, to prepare the body for a workout; home workout, a full routine of easy exercise for those who are now used to having a daily exercise routine

at home; and mindfulness, great ways to relax after the workout session. There will be three videos available to explain each of the three exercises.

Each fitness sticker will be accompanied by six special fitness recipes, dedicated to each of the challenges.

Consumers will also be able to take part in Chiquita's new online game, which could see them win merchandise. The 'Match It' challenge asks participants to identify the exercise that the

happy banana is performing, matching it with the coinciding exercise.

The fitness stickers will start appearing in stores this summer (Northern Hemisphere), with North America receiving them at the beginning of July, followed by Europe and the rest of the world.