



CALIFORNIA GIANT BERRY FARMS ANNOUNCES STAFF PROMOTION

Watsonville, CA (April 6, 2015) – California Giant has promoted Kristin Kleiber to serve as the Marketing and Sales Analyst, a new position established. Kristin was previously a sales coordinator supporting the Blueberry Category Manager.

As the company continues to expand its presence with consumers utilizing all social media platforms and building relationships with their consumers, the need to build staffing in that area is essential. Kleiber had been working in sales support but showed significant interest and talent in marketing efforts. As a result, Kleiber has been blogging for the company, participating in recipe development, managing all in-house photography and assisting with seasonal promotional programs for the past several months.

As the Marketing and Sales Analyst Kleiber will report to Cindy Jewell, Vice President of Marketing, and assist with all activities to support the expansion of California Giant's products and brand. In addition, she will develop and publish retail newsletters, consumer blog content, analyze product movement and sales trends, and continue to conduct analyses of market, customer and competitor data for the sales team.

The promotion of Kristin was accompanied by a complete remodel of the company's kitchen to provide a platform for photography and recipe development done on a weekly basis in-house. "We are excited to have Kristin focus more on our marketing efforts and to be able to tap into her talents with blogging, food photography and recipe development. Because we are committed to providing new inspirations for our consumer followers every day featuring our berries, we will continue to invest in our people and in our resources" says Cindy Jewell. Much of Kristin's work is already visible on the company website, blog and new electronic newsletter being distributed to trade partners.

For more information about California Giant Berry Farms, visit www.calgiant.com or follow them on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#).

About California Giant Berry Farms

California Giant Berry Farms (www.calgiant.com) grows and ships over 20 million trays of berries annually (200 million pounds). A privately held company based in Watsonville, California, the company produces strawberries, blueberries, blackberries and raspberries and encompasses all aspects of growing, handling and shipping of fresh berries. The management and employees know the future depends on the actions of today and places concerns for the environment, food safety, excellent quality and service at the core of their business.

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