



CALIFORNIA GIANT BERRY FARMS' NEW WEBSITE DELIVERS CUSTOM USER EXPERIENCE

Watsonville, CA (May 26, 2015) – [California Giant Berry Farms](#), a year-round producer of strawberries, blueberries, blackberries and raspberries, today announces the launch of their new website. Designed to deliver the most sought-after consumer content and information, the next-generation site features [exclusive recipes](#), [free e-books](#), [sweepstakes and contest opportunities](#) and more. In addition, [www.calgiant.com](#) also provides a unique experience based on the user's preferences and interests.

Large format visuals, a wide array of videos and cause-related content throughout the site appeal to consumers who are online each day searching for, posting and sharing food photography, recipes, interesting applications, and other stories and info with which they connect. "Today, with social media and on-demand information at everyone's fingertips, it's critical for our marketing touchpoints to be colorful, inspirational and emotional in order to become and remain present in the minds of consumers," said California Giant Berry Farms Vice President of Marketing, Cindy Jewell. "We know that to remain relevant, calgiant.com must be an ever-evolving platform. We've planned for that by not only introducing a new look, but also supporting the redesign with software that enables us to learn more about our visitors."

The visitor data collected by California Giant Berry Farms' marketing team – including product, content and communication preferences – is analyzed and used to continually update the website. The software platform that supports the site also allows for a completely custom user experience, presenting content tailored to each visitor's exact preferences.

"We are most proud of the many ways that we are now able to connect with consumers on their terms, from detailed, helpful recipes with compelling photography at calgiant.com to our daily conversations with them on [Facebook](#), [Twitter](#), [YouTube](#), [Pinterest](#) and [Instagram](#)," Cindy continues. "Ultimately, we are adding value to the fresh, California Giant berries that consumers love and thereby increasing and solidifying brand loyalty."

Fresh produce industry audiences receive a new resource, as well, as the [California Giant Berry Farms' trade website](#) has also been revamped. In addition to new online and downloadable product, handling and merchandising information, members of the trade may also subscribe to The Buzz e-newsletter via the trade site. An industry-focused version of California Giant's popular consumer blog, this bi-weekly newsletter is delivered directly to buyers' and other fresh produce professionals' inboxes and includes crop updates, consumer data, commodity news and grower spotlights.

To experience the dynamic, new website, please visit [www.calgiant.com](#) and enter California Giant Berry Farms' just-launched Skinny Summertime Sweepstakes with fresh produce partners [Duda Farm Fresh Foods](#), [SUNSET® Produce](#) and the [National Watermelon Promotion Board](#).

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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