



SPRING BREAK SWEEPSTAKES A SUCCESS FOR CALIFORNIA GIANT

(Watsonville, CA – April 27, 2015) California Giant just completed another very successful consumer campaign generating thousands of new followers and brand loyalists as a result. The 'Berry Best Spring Break Sweepstakes' ran from March 9 – April 19 throughout all company social media platforms and winners have now been notified.

The promotion featured six prize packs that were all spring themed to encourage consumers to get out and enjoy the spring weather and spring California Giant berries. Winners were chosen randomly with two lucky consumers taking home brand new Kitchen aid mixers, while two others received custom berry themed corn hole games and the other two will be relaxing soon with new picnic baskets on their brand new hammocks.

More importantly, California Giant received over two million impressions on twitter, had over 15,000 entrants and over 7,000 downloads of the free e-booklet loaded with spring themed recipes featuring California Giant berries.

The company is now quickly shifting gears launching their May consumer campaign highlighting strawberry month and a 'Strawberry Palooza' promotion that will extend beyond May and well into the summer. "We are excited about the continued support from consumers with each of our promotions and really enjoy the interaction we have with them. They engage frequently providing us with critical information on how to keep them coming back for more information and increasing their purchases of our brand as a result. Each time we execute a new promotion we learn more about how to attract new consumers, keep them as followers and ultimately convert them into brand loyalists" says Cindy Jewell, VP of Marketing.

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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