



CALIFORNIA GIANT LAUNCHES NEW TRADE ELECTRONIC NEWSLETTER

(March 3, 2015 – Watsonville, CA) This week California Giant Berry Farms distributed its first issue of the 'Trade Buzz' to their buying community. The company has been distributing a consumer based version for years gaining followers and learning how to communicate to gain best results and expand their database of brand loyalists. Developing an industry focused piece is the next step in providing a valuable tool to communicate with trade partners.

The California Giant electronic Trade Buzz will be emailed to customers on a regular basis with up to date information on the crop, links to merchandising resources, current consumer promotional offerings, weather updates and industry news. "We know our customer's time is valuable, so we have developed a piece that is concise, informational and timely. We will limit frequency so we are not just adding to email clutter, but focus on providing relevant information our customers can use in planning their promotional and sales activity" says Anthony Gallino, VP of Sales for California Giant.

This new feature is part of a complete re-build of the California Giant Berry Farms website that is providing detailed analytics on daily activity by all visitors to continually improve on communications and content.

The first electronic newsletter is shown below and was emailed on Monday, March 2, 2015.

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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