



## SMOOTHIES MORE POPULAR THAN PIE?

**(January 22, 2015 – Watsonville, CA)** Maybe! The voting is still out for California Giant Berry Farms still reeling from the tremendous consumer response generated from their current digital promotion, "Blended Splendid and Smooth" featuring berry smoothies. This promotion began in late December just as the company's 'All About Pies' contest completed.

While the pie promotion held in November and December generated better than expected results and more than 100 new pie recipes from consumer participation in the contest, the smoothie campaign has exploded on the California Giant website. After evaluating results from the pie campaign and the ongoing smoothie contest, the company has determined that the real recipe for success is the power of partnerships. This smoothie campaign features California Giant berries, Blendtec blenders, Natural Delights Medjool dates, Noosa yogurt and Sunset Produce. Each of these companies has embraced the promotion thus expanding the reach and penetration for all partners. California Giant has experienced a 2,500% increase in website traffic alone as of this date in January compared to the same time last year.

The smoothie promotion features weekly prizes, grand prize and provide a free e-book for all entrants packed full of recipes from each partner and the campaign continues on all social media outlets into February. In addition to the surge in website traffic, the company has had similar increases in new followers on their other digital platforms as well as a significant increase in consumers opting in to receive emails from the California Giant blog.

"Consumers love the opportunity to participate in promotional events, and by combining forces with partners, especially those within the produce department, we are able to extend our reach and bring greater benefit to the consumer. They want solutions and we know from previous success that smoothies are very popular with consumers of all ages right now so this type of campaign is a homerun for all of us partners in the program", says Cindy Jewell, VP of Marketing for California Giant Berry Farms. California Giant has several campaigns similar to this planned for the 2015 season and will continue to build on this type of success as they expand their database of consumer followers and brand loyalists. The smoothie campaign will end in mid-February just as a Valentine's Day promotion is launched with another partner to build on this recipe for success.

For more information about California Giant Berry Farms, visit [www.calgiant.com](http://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](http://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.

