



California Giant Trending on #BerriesforPresident

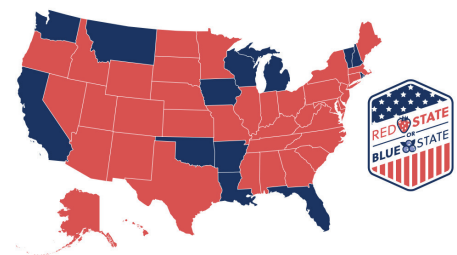
(Watsonville, CA – October 3, 2016) California Giant Berry Farms is capitalizing on the highly publicized 2016 election season by providing consumers a light hearted alternative to the presidential election buzz. The company's Red State-Blue State promotional sweepstakes launched in September is definitely creating a buzz of its own.

California Giant's color coded campaign is encouraging consumers nationwide to vote red for strawberries or blue for blueberries while using the #berriesforpresident hashtag. The Twitter party held last week definitely provided some comic relief to the residential debate with almost 6,000 tweets in one hour generating over 7 million impressions and trending 3rd nationally within minutes.

At this point it appears that red is ahead in the polls as the big push begins during the last month of the campaign. Both strawberries and blueberries will be pulling out all the stops at California Giant to earn votes as recipes are featured, versatility promoted and seasonal availability shared with loyal followers and the many potential voters that are still undecided.

"We knew this would be a fun promotion during this time period, but had no idea how it would play nationally with consumers" says Cindy Jewell, VP of Marketing. To date the company has received over 100,000 entries in the promotion and thousands have subscribed to the mailing list beginning their journey as a new supporter of the brand.

California Giant continues to build a stronger network of influencers and shopper contacts by introducing engaging promotions like this one. They are focused on continually improving ongoing relevant communication with consumers that purchase their brand of berries while having fun along the way.



Berry lovers can enter to win one of several cash prizes offered via www.calgiant.com and all California Giant social platforms. Full details can be found here at Red-State-Blue-State.