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FOR IMMEDIATE RELEASE

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Naturipe Sweepstakes Invites Consumers to Celebrate #100YearsOfNaturipe on Social Media

*User-Generated Content Sweepstakes Encourages Consumers to Include Naturipe Berries
in Summer Picnics and Other Outdoor Activities*

Salinas, Calif. – June 12, 2017 – Naturipe Farms is inviting consumers to join in its centennial celebration through the launch of a new social media sweepstakes taking place this June through July. The sweepstakes was designed to raise awareness of Naturipe’s rich company history and grower heritage while encouraging families to incorporate fresh Naturipe berries and avocados in their meals and outdoor activities this summer.

The sweepstakes offers a grand prize of a fieldside picnic for two at the winner’s choice of several Naturipe USA farms around the country, and a second place prize of one of 100 copies of the popular award-winning cookbook, “The Picnic,” which features several picnic-ready berry and avocado recipes. The total prize value for this promotion is about \$5,000.

To enter, consumers are invited to share photos or videos on Facebook, Twitter, and Instagram that depict how they enjoy Naturipe-grown berries and avocados outside this summer. Using the hashtag #100YearsOfNaturipe consumers are automatically entered. Entrants can also upload a photo or video entry at www.naturipefarms.com/100-years-sweepstakes.

“Reaching our 100 year anniversary is an incredible milestone, and we are excited to have consumers join in on the celebration with us,” said Kyla Oberman, director of marketing for Naturipe Farms. “We look forward to seeing how consumers include Naturipe berries and avocados in their families’ summer picnics and other outdoor activities, and are thrilled at the opportunity to host a special picnic for the winner at one of our growers’ farms.”

The sweepstakes will be promoted in partnership with food bloggers, as well as with the authors and publisher (Artisan Books) of “The Picnic” cookbook that will be distributed to 100 winners in weekly drawings in June and July. The deadline for entry is Friday, July 21, 2017.

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About Naturipe Farms

Naturipe Farms is a grower-owned producer and marketer of healthy, best tasting, premium berries and avocados. An industry leader for over 100 years in producing healthy and delicious fruit, and value added products. The diverse grower base and focus on innovation ensures year-round availability of “locally grown” and “in-season global” conventional and organic fruit.

Naturipe is a partnership between highly-esteemed growers, whose fields are spread across the globe. By sharing resources, skills, labor and knowledge, we are better farmers and in turn strengthen the local farm community. To ensure consistent, year-round availability with a commitment to “locally grown” seasonal produce, our products are farmed in the most optimal growing regions throughout North and South America.

About “The Picnic”

“The Picnic: Recipes and Inspiration from Basket to Blanket” by Marnie Hanel, Andrea Slonecker, and Jen Stevenson. Illustrations by Emily Isabella. Published by Artisan Books. Copyright © 2015. “The Picnic” is a recipient of the 2016 IACP Cookbook Awards.