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Wish Farms Introduces Pink-A-Boo® Pineberries
The Company Reveals a New Berry to Consumers

Plant City, FL (January 18, 2022) – Plant City based, international grower and year-round marketer of strawberries, blueberries, blackberries and raspberries, Wish Farms, is proud to reveal a new berry to its lineup: Pink-A-Boo® Pineberries.

The trademarked name is a play on words, giving nod to the berry's ripe pink hue. Pineberries are white in color and turn a pink blush when ripe. It has a strawberry flavor, but with essences of pineapple, pear, and apricot. Since it has a lower relative acidity than traditional red strawberries, pineberries have a delicate flavor finish that leaves the palate pleasantly refreshed.

"Pineberries are a very exciting addition to our portfolio," said Wish Farms owner Gary Wishnatzki, "There is a lot of buzz about them across social media platforms and consumers are expressing positive reviews. We are very pleased with the early results and look forward to getting them into the hands of more shoppers."

Pink-A-Boo® Pineberries are packed in a one layer, 10 oz consumer unit. The label features a picture of a ripe pineberry and the phrase "Ripe and Ready" for further emphasis. The branded, bright pink box holds six of these units, and its vibrant color is eye-catching on display.

The pineberry was developed through traditional breeding techniques at the University of Florida. In fact, the red strawberries consumers enjoy today were crossed with a wild white strawberry many years ago. Wish Farms decided to prominently display "NON-GMO" on its label.

"In the past, promoting new berry varieties was a challenge because there were no visual differences. With Pink-A-Boo® Pineberries and its striking white and pink color, it has become a great opportunity for us to expand the category, while providing a new high-quality product that resonates with both traditional and new audiences of berry lovers," said Director of Marketing, Amber Maloney.

In addition to robust social media campaigns and partnerships, the company has launched a page on its website dedicated to all things pineberry. It features frequently asked questions, growing regions, grower information, and where to buy. Not only is there a list of retailers carrying the product, but there is an Instacart “Buy Now” button that allows a consumer to add Pink-A-Boo® Pineberries to their digital shopping cart.

The page can be viewed at wishfarms.com/pinkaboo

Last season, retail trials were executed successfully on a small scale. With a ramp up from 6 acres, the company has exponentially increased acreage of Pink-A-Boo® Pineberries in its strawberry growing regions in Florida and California.

Wish Farms is harvesting nearly 100 acres of Pink-A-Boo® Pineberries in Florida from December to April, and 150 acres in California with modest volumes beginning January, increasing through June and into fall.

Wishnatzki: “Our farm teams in Plant City, Duette, Salinas, Santa Maria, and Oxnard have had gained good experience growing and packing pineberries, so I’m confident that it will be another banner year for quality and taste.”

About Wish Farms:

Feel Good. Eat Berries. Make A Difference.

It isn’t just a catchy phrase, giving back is engrained in the company culture. Through the Wish Farms Family Foundation, a portion of profits are dedicated to their three pillars of giving: *Food Insecurity, Youth Education and Community*. With a defined mission, they hope to make the world a better place.

Founded in 1922, Wish Farms is a fourth-generation, family operated company. As a year-round supplier of strawberries, blueberries, blackberries, raspberries, and now Pink-A-Boo Pineberries®, it grows both conventional and organic varieties. Nationally recognized for innovation, Wish Farms utilizes patented traceability technology to ensure quality and safety by tying consumer feedback to specific information from each day’s harvest. For more information, please visit www.wishfarms.com.