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Wish Farms' Pink-A-Boo® Pineberries are "Taking TikTok By Storm"
The New Berry Engages an Audience Hungry for Trends

Plant City, FL (March 29, 2022) – Plant City based, international grower and year-round marketer of strawberries, blueberries, blackberries, raspberries and pineberries, Wish Farms, is sharing the latest updates on Pink-A-Boo® Pineberries.

“Our newest berry has been experiencing an exceptional amount of buzz this season, living up to its ‘celebrity status’”, said Marketing Director Amber Maloney. “We are seeing pineberries resonate with all generations, but particularly take off with Millennials and younger generations who love to post their experiences on social.”

Wish Farms branded Pink-A-Boo® Pineberries have achieved numerous viral moments across popular platforms and high traffic websites, reaching millions of consumers across The United States and Canada. Most recently, they were featured on the popular sites *Pop Sugar* and *Elite Daily*. The latter describes itself as: “the ultimate digital destination for millennial women who are discovering the world, and themselves in the process.” The page boasts 3.4 M followers on Instagram.

Elite Daily's article expressed that “the pineberry craze already has people thinking ahead to summer” and how the trend is “taking TikTok by storm”. It explicitly features Wish Farms' Instagram and viral posts from influencers. Its ‘Where to Buy’ section highlights retail partners Aldi, Costco, Trader Joe's, Hannaford, Publix, The Fresh Market and Stew Leonard's.

On TikTok, the top six posts featuring Wish Farms Pink-A-Boo® Pineberries achieved 42,600 shares, 1.7 M likes, and reached over 10.5 million viewers. Collectively, the popular hashtags of #PinkABoo, #pineberries, #whitestrwaberry and #whitestrwaberies have over 23.3 M views. Key “foodie” influencers like @foodgod and @stickaforkinme have mentioned or posted about them.

Maloney: “Our strategy to brand, launch and promote Pink-A-Boo® Pineberries has been like nothing we have undertaken at our company. The effort has been a major success

thus far, but we are only scratching the surface. We still have the potential to reach millions more.”

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.