



Berries

Super Fruits for Superior Sales

FEATURES

- Quality assurance
- Category analysis
- Welch's® consumer website and social media
- Welch's consumer 800#
- Audited food safety program
- Trace-back/recall program
- Consumer marketing

BENEFITS

- **Brand Recognition** – The Welch's brand evokes positive consumer impressions allowing you to differentiate your berry program.
- **Impactful, High-Quality Graphics** – Packaging and POS stands out and appeals to consumers.
- **Consumer Connectivity** – Drive consumer loyalty by meeting consumer expectations every time under the Welch's label.
- **Robust Sales** – High trial and repeat by consistently delivering on the promise of quality.
- **Consistency** – Standard specifications and food safety met with every package.

ADVANTAGES

- **Experience** – Over 100 year history in the produce industry.
- **On-Site Inspection** – Inspectors and field staff in the growing regions ensures that only the best berries get packed in the Welch's label.
- **Committed Welch's Team** – Your sales person and account manager stay posted on market conditions (weather, transportation, market, and crop quality conditions) providing you important product information and visibility.

PROGRAM SPECS

- All Welch's blueberries and strawberries meet defined Welch's specs.
- All Welch's products are packed fresh to order.
- According to internal C.H. Robinson® transaction data during 2011-2013, the arrival rate for the Welch's average 99.3% over the past two years.

MARKETING SUPPORT

- POS materials
- Advertising materials
- Cross-merchandising opportunities
- Tailored consumer programs/displays/events

PROGRAM AVAILABILITY

Welch's is a year round program.

LET'S TALK FRESH!

Talk to us about how we could help you grow your berry category in the Welch's branded program.

Call 855-350-0014



Brought to you exclusively by:





STRAWBERRY SKUs

Packaging	COO	Pack	Net Wt	Cases/Layer	Layers/Pallet	Cases/Pallet	UPC
Clamshell	US	8	1lb	6	18	108	
Clamshell	US	4	2lb	8	20	160	
Clamshell	US	4	3 lb	5	20	100	

BLUEBERRY SKUs

Packaging	COO	Pack	Net Wt	Cases/Layer	Layers/Pallet	Cases/Pallet	UPC
Clamshell	US	12	6 oz	12	20	240	
Clamshell	US	12	1 pint	12	12	144	

