

PRESS RELEASE

Watsonville, California - Driscoll's raises the flavor bar once again with the launch of Sweetest Batch™ Blueberries, the sweetest sensation to hit the produce aisle this fall. This newest addition to Driscoll's Limited Edition collection will be available in select cities for a limited time and delivers on a unique, indulgent berry experience focused on elevated flavor.

Plans are also underway for Sweetest Batch™ Blackberries, making Driscoll's the first company to market a complete berry patch premium flavor offering across strawberries, raspberries, blueberries, and blackberries. For Driscoll's, the brand promise of Only the Finest Berries™ has singularly allowed the company to focus on their mission of delighting the consumer.

Bursting with flavor, these specialty berries follow the marketplace success of Driscoll's Rosé Berries™ and Sweetest Batch™ Strawberries and Raspberries earlier this year.

Like all Driscoll's berries, Sweetest Batch™ Blueberries are bred naturally with no GMOs by the brand's Joy Makers, Driscoll's team of agronomists, breeders, sensory analysts, plant health scientists and entomologists, exclusively for its network of independent farmers to grow and harvest.

"The fresh berry category continues to lead the growth of the produce industry and the blueberry experienced a double-digit growth in retail sales," says Frances Dillard, senior director of brand and product marketing. "As the #1 brand in produce, Driscoll's 100 year farming heritage is dedicated to flavor as our brand differentiation.

"We are excited about this new product innovation that leverages our best proprietary genetics to bring a big, extra-sweet flavor offering to our consumers" says Annie Duner, Product Marketing Manager. "Driscoll's goal is to generate buzz and excitement in an otherwise commodity driven category."

Limited Edition-branded Driscoll's berries are limited in availability due to the special attention and nurturing required to ensure the superior quality of the berries.

Visit www.driscolls.com/limitededition to locate retailers that feature Sweetest Batch™ Blueberries and other Limited Edition berries nationwide.

