

Wild Blueberry Association Launches New Premium Branding Campaign at IFT Conference

PORTLAND, Maine (June 4, 2009) — The Wild Blueberry Association of North America will unveil a new premium positioned brand identity as part of the launch of its new ingredient marketing campaign at the Institute of Food Technologists' (IFT) Annual Conference, June 6-9 in Anaheim, California. The new campaign includes an updated logo with the following communication elements—Antioxidant Rich Wild Blueberries: Premium by Nature. Other campaign components include trade advertising, trade show promotion, web site marketing and public relations.

“Wild Blueberries are truly a premium fruit, delivering attributes and benefits ‘advantaged by Nature’ to customers looking to offer superior and highly appealing fruit-based products,” said Wild Blueberry Association President J. Kim Higgins. “Our efforts will be focused on more aggressively communicating the natural premium characteristics and differentiating marketing elements of our special little wild blue fruit,” continued Higgins.

The Wild Advantages: Not Just Blueberries, Wild Blueberries

All blueberries are not alike. Wild Blueberries have distinct advantages for ingredient users. These Wild Advantages include “Wild” Mystique, special size, extraordinary taste, superior performance, and antioxidant power. “Wild” Mystique refers to the unique geographic origin and natural growing conditions where Wild Blueberries prosper. Only in the fields and barrens of Downeast Maine and Canada does Nature produce Wild Blueberries. Wild Blueberries also have the natural ingredient advantage of being smaller than cultivated blueberries, delivering more berries per pound for better looking, better tasting products. The Wild Blueberry’s taste is unique, with a naturally delicious sweet, tangy flavor providing a true burst of flavor. Wild Blueberries provide the advantage of superior performance by maintaining their taste, texture, shape and deep blue color through processing and food preparation. They also freeze perfectly with quality and nutritional value intact for the frozen fruit retail sector in supermarkets. Known worldwide as a health icon, Nature endowed Wild Blueberries with more antioxidant capacity per serving than most other fruit ingredients including their cultivated blueberry cousins, making them a powerfully appealing anti-aging superfruit.

About the Wild Blueberry Association of North America

The Wild Blueberry Association of North America is a trade association of growers and processors of Wild Blueberries from Maine, dedicated to bringing the Wild Blueberry health story and unique Wild Advantages to consumers and the trade worldwide. To learn more about Wild Blueberries visit wildblueberries.com

SOURCE: Wild Blueberry Association of North America

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