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**Naturipe Farms Launches New Tool-Rich Website and Social Media Engagement  
Telling the Story of Healthy, Better Tasting Berries**

*Innovative Website and Social Media Channels are the Core of the New Berry Information  
Center*

**Salinas, CA (April 23, 2012)** – Today, Naturipe Farms officially launched its reFRESHed website, <http://www.naturipefarms.com/>. The website is designed as an information hub for all things “berry.” Bringing the Naturipe® brand to life, the site gives consumers access to wholesome and healthful recipes straight from the experts. Consumers can also access the Berry Bulletin, a section of the site that provides a continually updated news feed from the internet, to stay current on the latest in berry news. The Season’s Peak section will focus on seasonal priority, promotional events and other news to capture the energy and excitement of what’s in season.

Showcasing their vibrant berries, the farms and berry growers, Naturipe’s goal is to give consumers a better view of the people, products and passion that make up Naturipe Farms. Readers can visit the Field Notes Blog and see current entries from the growers themselves, highlighting topics such as sustainability, notes directly from the field, and product information.

The Grower’s Pick section allows Naturipe® growers to share their favorite recipes, providing instant access to new ideas for strawberries, blueberries, raspberries, blackberries, cranberries and more. The site also features a tool that highlights day part recipes.

“Consumers tell us that they would like to have recipe ideas and usage tips based on their growing needs for fresh fruit at breakfast, lunch, dinner, snacks and dessert,” said Robert Verloop, EVP, Marketing of Naturipe Farms. “We’ve addressed this need by adding a ‘slider’ that goes from sunrise to sunset and provides day part appropriate recipe suggestions.”

To provide visitors with even more berry recipes, Naturipe has partnered with FOODILY – the world’s largest recipe network, which collects recipes from across the web.

Naturipe® is devoted to engaging with customers on [Facebook](#), [Twitter](#), [YouTube](#) and [Pinterest](#). This social media integration helps Naturipe® share product information and usage tips with

consumers, promoting interaction with growers by allowing consumers to ask questions and share their own berry pictures and comments.

In the coming weeks and months, Naturipe plans to roll out even more innovative products and partnerships to give consumers additional healthy options for their everyday lives. The reFRESHed Naturipe® website and its social media channels will bring Naturipe's family farmers and their berries to the table in innovative ways.

**About Naturipe Farms:**

Naturipe Farms LLC, is an international, grower-owned producer and marketer of wholesome, good-for-you foods headquartered in Naples, Florida. The company sources products from throughout North and South America to ensure year-round availability for "locally grown" and in-season conventional and organic berries. Naturipe Farms, formed in 2000, is a partnership between Hortifrut SA, MBG Marketing and Naturipe Berry Growers and Munger Farms with locations in Salinas, CA; Delano, CA; Grand Junction, MI; Dallas, TX; Boston, MA; Miami, FL; Santiago, Chile; Los Reyes, Mexico; and Buenos Aires, Argentina.

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