



## How-To Guide: A Blueberry Boost

*USHBC's new Alexa skill is the latest resource for consumers, promoting usage and consumption*

We're excited to share that USHBC has added an official Alexa skill all about blueberries! If you've never used Alexa, it's a voice-activated artificial intelligence (AI) service from Amazon.

### How It Works

Consumers can use A Blueberry Boost to ask Alexa any questions they have about blueberries, whether they're shopping, meal planning, baking, cooking or hosting an event. Alexa answers with pre-written responses from USHBC that include recipes, tips, kitchen hacks and more – often directing right to [blueberry.org](http://blueberry.org) for more information.

### Promotional Benefits

Alexa offers a personalized and seamless experience that consumers enjoy. With USHBC's new skill, we can connect directly with blueberry enthusiasts and share blueberry industry facts, ideas and messages that resonate with them. It provides an organic way of introducing USHBC and all the blueberry possibilities to new potential customers – while helping to cultivate and retain loyalty among existing blueberry lovers. Additionally, it creates opportunities for product enhancement, marketing and advertising.

### Download A Blueberry Boost

If you would like to download and use the skill on your smartphone, just take the following steps.

- Open the Alexa app.
- Tap the menu icon in the screen's upper left corner, then tap "Skills & Games."
- On the "Skills & Games" screen, tap the magnifying glass on top to bring up the search field, then type in the phrase "A Blueberry Boost."

If you want to download and use the skill on your Alexa device, simply say "*Alexa, add the skill A Blueberry Boost.*"

### How to Use A Blueberry Boost

To use the Alexa skill once you have enabled it on your device, you must start each question with "Alexa," before asking your question. To leverage our skill specifically, state the name of the skill (A Blueberry Boost) every time you ask a question or make an inquiry.

**DO** say: "*Alexa, ask A Blueberry Boost for a recipe for kids.*"

*This will enable the skill and provide an answer with information provided by USHBC.*

**DON'T** say: "*Alexa, give me a blueberry recipe for kids.*"



*This doesn't enable the A Blueberry Boost skill, so the answer will be pulled from other sources. It's really the only "don't!"*

What else can it do? A Blueberry Boost is also great for finding new recipes, blueberry health facts and flavor pairings.

**DO** ask questions like:

*"Alexa, ask A Blueberry Boost what I can make with frozen blueberries."*

*"Alexa, ask A Blueberry Boost what vitamins and minerals are in blueberries."*

*"Alexa, ask A Blueberry Boost what flavors go with blueberry."*

Don't forget to share this new skill with your employees, customers, communities, families and friends. We make it easy with fun resources, digital content and social graphics that you can download at [ushbc.org/Alexa](https://ushbc.org/Alexa).