

# 2025 Q1 Retail Promotions

## Q1 Strategy – Focus on Frozen to Drive Cross-Category Purchases

Consumer interest in health and nutrition is high this time of year, so our retail promotions will encourage new and existing blueberry consumers to consider **frozen blueberries** as they are thinking of ways to improve their health and wellness in the New Year. Below are examples of POS creative that will be used in or near the freezer case.

### A BETTER YOU STARTS WITH BLUE

Easy, delicious and perfect  
for your New Year and  
heart health goals.

- ☑ Fiber
- ☑ Vitamin K
- ☑ Manganese



### YOUR SIMPLE AND SWEET SHORTCUT

Frozen blueberries bring  
heart healthy nutrition and  
flavor to your busy days.

- ☑ Fiber
- ☑ Vitamin K
- ☑ Manganese



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Retailer (A-Z)	Tactics	Timing
<b>Food Lion</b>	Digital flyer insert, email banner to 2.8MM households, eCommerce, homepage ad, sponsored search	Feb. 12-18
<b>Giant Eagle</b>	Rx email block, Rx banner ad; RD event, social media promotions	Jan. 31 – Feb. 12
<b>Giant Landover</b>	Dietitian Picks cook-along feature, digital and print ads, email banner	Feb. 14 – Mar. 6
<b>Giant Martin's</b>	Dietitian event, branded digital circular, sponsored products; Dietitian Picks print circular ad block, key web message; e-commerce multi-vendor selling event Feb. 21-27	Feb. 1-28
<b>H-E-B</b>	Clinician education and commodity engagement, including webinar for H-E-B Wellness Care Team; annual internal sharepoint access, educational handout for Wellness Primary Care patients	Feb. 19-26
<b>HyVee</b>	Screening sponsorship feature in e-newsletter, social, PR, inclusion in dietitian 1:1s	Feb. 1-28

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Retailer (A-Z)	Tactics	Timing
<b>Kroger</b>	RD carousel feature	Feb. 2 – Mar. 8
<b>Meijer</b>	Virtual RD cooking event with supporting promotional materials	Feb. 20
<b>Raley's</b>	Point-of-sale promotions, retail RD video posted on Instagram and Facebook, e-commerce banner ad	Feb. 12-25
<b>Sam's Club</b>	Sponsored search	Feb. 1-28
<b>Schnucks</b>	Newsletter/rewards offer	Feb. TBC
<b>United Supermarkets</b>	RD TV and radio segments, social media posts	Feb. 17-28
<b>Wakefern - ShopRite</b>	Nutrition shopper marketing campaign: sampling with recipes, product spotlight, community event, cooking class, virtual class with raffle, social media posts	Feb. 5-21