



Snacking Opportunities in Produce

Never before has the produce department been so poised for providing solutions to shoppers' growing desire for healthful snacking items.

Pedro Batiz, Vice President of Sales for Nogales, AZ-based Divine Flavor, makes the case for the company's line-up of fruits and vegetables -- all vitamin-rich, full of sweetness and just the right size for eating any time of the day.

How are consumers snacking or eating more frequently throughout the day? Is that a trend forecast to continue and grow? Why do you think this trend will continue?

Yes, it's a trend and I think is for here to stay and will continue to grow most definitely. Consumers have never been more informed as they are today. And there is more

awareness in regards to what is good for you and what is not, so I think the reason why they are snacking on produce more frequently is because they want to live a healthier life.

Is the demand for snacking on fruits and vegetables growing? If so why?

Because fruits and vegetables are an essential part in their diet. Today more kids have healthy snacking opportunities, and there are more moms and dads that buy with a healthy conscience.

It's like anything else... education starts when you are young, and healthy education starts with your children.

How does produce particularly fit into healthy snacking options? Is there a chance to do better than salty chips by using produce options? What are these options?

Nowadays, the consumer demand for healthy snacking options has increased dramatically. If the product is fresh, there is definitely a chance to widen the offering of options on snacking. The options are fueled by more convenient packaging for healthy snacking (like a small lunch pack for Magnifico grape tomatoes) and more creative recipes to increase these options. Today you can commonly find examples about what I'm talking about with food bloggers; check out our Kitchen section at divineflavor.com/kitchen/.

Pedro Batiz, Vice President of Sales for Divine Flavor



How should retailers promote healthy snacking items in packaging, signage, etc., throughout the produce department?

They should have a snacking section or a snacking island for demo tasting and consumer interaction. That way we can get the perfect feedback on presentation and on recipe preferences. And by listening to our retailers' customers, we can find out how we can improve the product experience and usage.

What opportunities from produce suppliers/marketers are there for retailers to promote healthy snacking items?

Key partnerships with chefs, bloggers, nutritionists, etc., go well with our veggie snack items sold in the produce section. The partnerships are fundamental to highlighting the added value of produce-snacking opportunities.

What are some examples of produce snacking items retailers can promote as viable snacks?

In the Divine Flavor umbrella, we have the following items:

The 'Magnifico' Grape Tomato, Tribelli Sweet Mini Peppers, Persian Cucumbers, 'Colorido' Medley Tomato, Personal-Mini Watermelons, Cotton Candy Grapes, Gummyberries, Candy hearts, Jellyberries, etc.



All of these items are available in both Organic and in Conventional forms. For more details, our staff can help you at: divineflavor.com/contact-us/

How do these items fit into an overall produce snacking strategy in retail?

They fit perfectly well because of their rapid growth meeting demand. They also fit with the growing healthy content to satisfy the daily need for snacking.

Where/how do you recommend retailers promote these items for snacking? Do you think there should be a healthy snacking section in the produce department or in other places in the stores?

There should be a "snacking section" in the produce department. That's where we can get live consumer interaction. There also should be purchasing opportunities throughout the shopping experience where decision-making takes place, such as the deli or checkout stand.

What support does Divine Flavor offer to help retailers prepare 'snacking' programs or displays?

By doing demos on our umbrella brand products, by using tracking and measuring technology like our In-Market app, and also by creating awareness and engagement on specific store items, depending on how each of them perform with the final customer.



For More Information on Divine Flavor, please contact us:

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