

Dried Fruit Month

Dear partner in Dried Fruit

We are delighted to announce the launch of our first-ever Dried Fruit Month in South Africa, March 2021 - a 360 industry wide campaign platform that all stakeholders can and should participate in.

It is more important now than ever for us to evolve and remain relevant in a market that is subject to misconceptions, hypersensitivity, the war on sugar and an overall a highly competitive snack category. In essence, it's time to make dried fruit trusted and sexy again. And while we are at it, we have to start separating the facts from fiction.



We are launching the Miss Real Deal Pageant. A campaign which personifies and profiles all Dried Fruit to bring their positive attributes to life in a fun, memorable way. This campaign will live on social media platforms of carefully selected social influencers, our own Dried Fruit SA platforms, in-store at leading retailers, and hopefully on all your available marketing channels.

The campaign aims to educate consumers, challenge misconceptions about our category and to benefit everyone in the value chain by increasing the sales of dried fruit in the South African market. We are already in discussion and have buy-in from major retailers to ensure their participation.



Should you wish to participate in the campaign, have any questions or suggestions, please contact us at info@driedfruitsa.co.za

We will also be sending out a digital toolkit in January that will contain generic social media and marketing assets to ensure you are fully equipped to participate in the Get Real, Eat Dried Fruit campaign.

Stay tuned until then!



DriedFruitSA

AN INDUSTRY ALLIANCE

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