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Fall raspberry, blackberry peak makes the holidays #BerryTogether

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In a season traditionally characterized by a scarcity of vibrant, flavorful fruit, Driscoll's is looking to change the landscape for consumer fresh food options during the fall and winter holiday period by offering an abundant supply of sweet, delicious raspberries and blackberries. With increased availability of Driscoll's raspberries and blackberries this year, consumers have a bounty of possibilities to add a little extra joy to their holiday entertaining.



“Our brand promise of 'Only the Finest Berries' is only meaningful as long as our berries are the most delicious. Driscoll’s raspberry offering is 100 percent proprietary varieties, which allows us to bring consistently great tasting berries to market,” said Diane Scalisi, Driscoll’s raspberry product marketer. “The late fall represents the second peak production period for Driscoll’s conventional and organic raspberries, which are sourced throughout the holiday season from independent growers in southern coastal California and high-elevation growing regions in central Mexico.”

“Similar to raspberries, blackberries also experience one of the highest volume periods during the holiday time frame, which presents a unique opportunity for retailers and their shoppers,” said Annie Duner, Driscoll’s blackberry product marketer. “Driscoll’s proprietary blackberry varieties are leading the category with unrivaled flavor. Their fresh, delicious and velvety flavor profile complement a wide range of dishes but especially enhance sweet and spicy holiday favorites. We are seeing more and more consumers incorporate blackberries into their holiday menus.”

Wondering how to bring friends and family together this holiday season over a re-envisioned holiday table that includes fresh raspberries and blackberries? In a continuation of Driscoll’s #BerryTogether campaign announced earlier this year, which celebrates the joy of coming together over berries, Driscoll’s has teamed up with food bloggers and foodie communities to explore fresh new ways to include raspberries and blackberries in holiday spreads. The new, shareworthy recipes resulting from the collaboration include a new raspberry Habanero relish to spice up the Thanksgiving feast, a raspberry and beet chevre spread, a cranberry, raspberry and maple sauce, blackberry Hot Toddy, and a quick-and-easy blackberry cobbler. The collection of berry-inspired holiday recipes can be found on driscolls.com.

Driscoll's has also announced its #BerryTogether holidays sweepstakes. To enter, post a photo of you and your loved ones celebrating with Driscoll's berries this season on either Instagram or Twitter and use the tags #BerryTogether and #Sweepstakes. One grand-prize winner will receive a KitchenAid mixer, berries for a year and a baking set. Plus, three first place winners will receive a prize of berries for a year. View the [#BerryTogether photo gallery](#) and [official rules](#) on driscolls.com.

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