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**Joolies expands distribution to the East Coast and into Europe**

May 11, 2021

Joolies, known for fresh organic California Medjool Dates, has expanded distribution to the U.S. East Coast and into Europe, including the United Kingdom. In the U.S., Joolies can now be found in the Mid-Atlantic in Shoprite, Safeway and Acme stores as well as Lowe's Markets in the Carolinas. With this expanded distribution, Joolies Dates are now available in more than 2,000 locations.



The brand, based in Coachella and known for its vibrant mint packaging, is on a mission to change the organic date-ing game to bring new consumers into the category. Currently, household penetration of dates is roughly only 6 percent

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in the U.S., primarily driven by older generations and those with ethnic backgrounds, since dates are so popular in the Middle East.

The company recently released a seasonal box of its best dates from the California harvest for the Muslim community. This two-pound box, made to help celebrate Ramadan, was produced in a show of gratitude for its loyal Muslim consumer base, which routinely spikes Joolies sales each year during the holiday. The box displays Ramadan Mubarak (happy Ramadan) written in bold letters with Islamic inspired art.

“We believe our fresh approach will invite new millennial snackers to discover the joy of eating Medjool dates and at the same time grow the category incrementally and bringing more attention to dates,” said CEO Mark Masten. According to grocery data from SPINS at a Southern California retailer, Joolies has grown the date category 29 percent year over year.

The Joolies brand has gained attention in its first two years of business by trade and consumer publications, winning awards from *Health* magazine, the Produce Marketing Association and the Specialty Food Association. Additionally it has been featured by *Oprah* magazine, The Food Network and Popsugar media outlets, highlighting the organic Medjool dates package.

Joolies co-founder David Kohl has farmed organic Medjool dates for nearly two decades in California. “For maximum quality, each date is hand-picked and packaged at peak ripeness and never dried or re-hydrated,” said Kohl. “We’re excited to bring our homegrown ‘nature’s palm tree candy’ to new retailers across the U.S. and now into Europe.”

In the European market, Joolies will offer two product groups — wholesale five-kilogram boxes in jumbo, large and premium grade Medjools and shelf-ready consumer packs of whole and pitted dates, similar to the vibrant mint boxes in the U.S.

Joolies B.V. sales and warehousing is based in The Netherlands, located in between the port of Rotterdam and Antwerp, year-round, giving distribution flexibility to European customers.

Forty natural and convenient stores have launched Joolies on shelf in April, serviced by The Health Store and CLF, U.K.-based distributors servicing the natural, organic and independent health food sector, and each serving around 800 stores. European retailers and distributors interested in adding Joolies to their lineup can contact sales through the [Joolies website](#).

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