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**Oppy, Ocean Spray look to reunite loved ones in
'#BetterTogether' campaign**

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Having spent the last festive season socially distanced from family and friends, this year's layers of protection and eased restrictions will unite folks in more traditional ways once again. Oppy said it looks toward putting Ocean Spray cranberries at the center of rejoicing tables.



“Last year we wondered if people would still commemorate the holidays with classic dinner favorites,” said Oppy’s Senior Vice President of Sales for North America Brett Libke. “Ocean Spray found that they did, just on a smaller serving plate, in their tight-knit bubbles. While we aren’t through this thing yet, we are proud to provide a traditional item like the cranberry that evokes happy family times in so many, in this new era.” Data found that during that period millennials embraced tradition by hosting their own small gatherings, being the greatest increase to do so compared to other age groups, noted Libke.

Eric Sinsigalli, director of sales at Ocean Spray, shared that last season’s togetherness concept has evolved into its 2021 ‘#BetterTogether’ holiday campaign. “We have a new perspective on what matters. This holiday season, it’s all about quality — of the food we serve and of the friends and family we choose to share it with. Traditions mean even more as we host our first holiday, or take on new meaning as we reunite generations in the kitchen. It’s about flavors, both beloved and new, that taste even better, when we’re together.”

The ‘#BetterTogether’ campaign will include brand collaborations, influencer marketing, events and virtual experiences, digital media, and consumer marketing with sweepstakes and display opportunities. Sinsigalli notes that displays improve conversion, increasing dollar velocity by 174 percent when Ocean Spray cranberries are supported with a display.

“We know that Ocean Spray cranberries are well-positioned to bring people together. It’s that familiar, trusted and beloved brand that consumers of all ages seek out for their special cranberry sauce during the holidays,” said Brand and Key Account Manager TJ Wilson, who heads the brand strategy for Ocean Spray products at Oppy, noting that Ocean Spray commands nearly 60 percent of fresh cranberry market share throughout the fall and early winter. “I can absolutely relate, last year my own family didn’t get together for the holidays, and with that, missed out on my grandmother’s homemade cranberry sauce. Like many, I’m most excited to enjoy some of those traditional sensory moments with loved ones again.”

“With the cranberry harvest season beginning mid-September, total crop and volumes are on track, similar to last season. Wisconsin is Ocean Spray’s largest growing region and we’re very optimistic to have a strong 2021 harvest,” shared Sinsigalli.

Building its relationship for over a half-century, Oppy and Ocean Spray became partners in 2003 to market fresh cranberries. Since then, Ocean Spray's presence in the produce department has expanded significantly to include strawberries, raspberries, blackberries, blueberries, citrus and grapes through its partnership with Oppy.

"While the produce section often faces challenges with label pollution, this time of year is a good reminder to consumers that the same label they know and love for its cranberries also provides exceptional products throughout the department year-round," said Wilson.

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