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Natural Delights boasts new health resources

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National Nutrition Month may only last 31 days, but the collaborative efforts between [Natural Delights](#) and registered dietitians are consistent and ongoing to bring Medjool dates to the forefront of shoppers' minds.

In the last year, Natural Delights has added 500,000 new consumers to the brand thanks to its extensive marketing efforts, according to IRI data. As part of these efforts, the brand has significantly expanded its registered dietitian program to reach people where they most actively seek information regarding their health.

“Growing the category has been a priority for the brand and our growers since day one, so partnering with experts and influencers in the health and wellness space is a strategic part of our ongoing marketing efforts,” said David Baxter, director of marketing for Natural Delights. “Whether they are sampling our products in-store or at their local hospitals, or sharing online and via television segments, we are extremely grateful that they use their trusted voices to help us grow the brand, and ultimately household penetration.”

This year, Natural Delights created several new downloadable resources on the most requested topics of gut health, pregnancy health, diabetic health, and more. Registered dietitians with expertise in each area authored these resources and produced corresponding video content to be shared on social media and the brand's growing YouTube page.

Additionally, Natural Delights works closely with media and influencer dietitians to reach the masses with relevant content to help people make healthier choices throughout the year. Most recently, the

brand partnered with Carissa Galloway and Amy Goodson to talk about National Nutrition Month and why Natural Delights products are the perfect healthy (and tasty) addition to snacks and meals.

“Natural Delights is a dream brand to work with as a registered dietitian because their product is so widely available and I trust the quality since I’ve been eating them for years,” said Goodson. “Most people don’t realize that Medjool dates are a whole fresh fruit and that they boast of so many nutritional benefits. I love that Natural Delights partners with registered dietitians to help set the record straight about this naturally sweet, wholesome (and, might I add, delicious) fruit.”

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