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Naturipe's Mighty Blues have a jumbo burst of flavor

With National Blueberry Month in full swing, [Naturipe](#) is expecting to have promotable volumes of its jumbo blueberries, Mighty Blues, from Michigan, the Pacific Northwest and Peru. These fresh, firm and flavorful blueberries are consumer favorites and fly off the shelf.

With their beautiful violet hue, firm bite and juicy-sweet taste, Mighty Blues are the perfect snack to satisfy a shoppers' sweet tooth this summer. Naturipe Farms was one of the first companies to bring these big, mouthwatering berries to the market. The quality of these blueberries is strong and their typical size is two times larger than an average blueberry.

"Our Mighty Blues are bursting with flavor and shoppers will be clamoring to fill up on these healthy berries. We look forward to strong availability of our Mighty Blues," said Jim Roberts, president of sales at Naturipe. "We're proud of these delicious berries that are not just big in size but also big with consumers."

Naturipe is expecting significant increases in the Mighty Blues label throughout this summer, from Michigan and the Pacific Northwest in July and August, then from Peru in late summer and right through the end of the year. The increase in volume is due to new proprietary varieties that have superior size, firmness and flavor.

Naturipe's Globally Local program means that, with the help of its family growers across the U.S. and around the world, the company is able to provide the best product throughout the year by capitalizing on each region's peak growing season. Growers hand pick only the largest blueberries from the Mighty Blues pack for retail, so store shelves are guaranteed to have jumbo berries in every package. These packages will be priced higher due to the size of the berries and the extra work that goes into harvesting them.

Mighty Blues will be available in a 9.8-ounce clamshell, which is popular with consumers for sharing with family and friends. While these Mighty Blues are delicious straight out of the carton, they can also be incorporated into pies, salads, smoothies and baked goods.

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