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**Naturipe's expanded line to send chills throughout grocery stores**

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[Naturipe](#), a leading global producer of nutritious fresh berries for more than 100 years, will launch a new line of frozen fruit products, available Oct. 17 in select retailers across the mid and Northeast.

The same great-tasting berries consumers have come to expect from Naturipe Farms will now be available in the frozen food aisle. Retailers can now offer Naturipe branded bags of frozen blueberries, strawberries, raspberries, blackberries, grapes and cherries, as well as organic blueberries and strawberries. They will also find new blends like berry mix, very cherry berry and mango berry. All these offerings are ready to eat and do not contain preservatives.

“We’re thrilled to introduce our new line of top-quality frozen products,” said Jason Bellan, vice president and general manager of Naturipe Foods. “Our new eye-catching packaging leverages the 105-year heritage of the Naturipe brand and was consumer tested to stand out on the shelf with its vibrant and colorful berry imagery.”

These new frozen packages are easy to merchandise, as the gusseted, free-standing poly bags keep the product upright in a retail store's display freezer. They also come in different sizes, from 10 ounces up to three pounds, to meet a range of consumer demands. The smaller 10- and 12-ounce pack sizes make it easy for shoppers to mix and match, increasing overall basket size. The larger three-pound pack appeals to bulk shoppers, larger families and those who are freezer-stocking.

Naturipe also introduced unique frozen blends, including Mango Berry and Morning Blend, which is a mix of mango, banana and pineapple. These blends are perfect for shoppers who are looking for greater variety in their frozen fruit options.

As part of this new product launch, Naturipe is also making [popular recipes](#) available for shoppers to spark frozen food inspiration, such as berry citrus scones, mango dump cake, kiwi key lime sorbet, blueberry chipotle barbeque sauce, berry cream soda and berry lemony bars.

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