

# NATURAL DELIGHTS.

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Natural Delights bringing big date energy

The [Bard Valley Natural Delights](#) team is attending this year's New York Produce Show with award-winning products in tow, a newly promoted sales team and exclusive consumer insights on Medjool date shopping preferences.

As part of the brand's ongoing development of its internal team to meet the demands of the category, several team members have promotions to celebrate this month, including:

- Alan Asbury to director of sales, U.S. Retail
- Mauro Santelli to director of sales Canada, foodservice north
- Rachel Barnes to director of sales, alternative channels
- Shayna Telesmanic to director of international sales, export markets

"The Eastern Produce Council puts on a great show focused on adding value to the brands that participate," said Liam Slavin, Natural Delights regional business manager, Northeast. "We have seen great attendance from northeast retailers and expect to have very productive conversations at this more intimate show setting."

"New York is an excellent show location for our northeast retailers, drawing in many international customers," said Telesmanic. "We are looking forward to meeting and making deeper connections with those international retail partners."

Natural Delights will display its full line of products at booth No. 559, including award-winning Mini Medjools and its newest line of Truffles. The company said to be sure to stop by for exclusive insights from the brand's most recent consumer research study, including why shoppers prefer Natural Delights Medjool dates over all other brands.

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