



- Advertisement -

**With volume up, now is the ideal time to promote Chilean cherries**

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February 1, 2023

Chile has shipped 58 percent more volume to the U.S. compared to the same time last year, and Chilean cherry promotions have been in full swing since late December. In addition to point-of-sale material, videos, new recipes, custom digital ads and in-store merchandising support, the committee has engaged in several new programs, including influencer marketing and TikTok.

The committee also worked with four large retail chains on the design and production of cherry bins. According to Karen Brux, managing director of the [Chilean Fresh Fruit Association](#), the bins have been instrumental in driving consumer awareness and sales. “Many shoppers have no idea that cherries are available during our winter months, so these bins have been incredibly effective in grabbing their attention and driving category sales. We currently have more than 1,000 bins on display, and we’re planning to expand the program next season.”

There’s still time to promote cherries, but the clock is ticking. Retailers interested in February promotions should contact their regional merchandiser to coordinate.

To strengthen consumer awareness, Cherries from Chile is undertaking a national ad campaign in conjunction with Audacy. Radio ads and online ads are running in Los Angeles, Boston, Chicago, Tampa, San Antonio and Cincinnati through Feb. 4. As part of the campaign, consumers can enter to win a trip to Los Angeles to catch some of music’s biggest superstars in the 2023 “We Can Survive” concert.

Previous concerts have included such stars as Coldplay, Jonas Brothers, Taylor Swift, Lizzo and Billie Eilish, among others. Visit the website — [www.audacy.com/contests/cherries-from-chile](http://www.audacy.com/contests/cherries-from-chile) — by Feb. 4 to enter. The prize package includes two concert tickets, access to a VIP party at the Hollywood Bowl, airfare for two, and spending money.

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