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Joolies: changing the date-ing game

By

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[Joolies](#), a California-based company that specializes in dates, is changing the way people snack with its unique packaging and commitment to sustainability. According to Amanda Sains, director of marketing for Joolies, “We’re all about growing awareness and consumption with new consumers to the California Superfruit.”

Their iconic mint packaging has attracted younger generations to dates and snacking. “Joolies’ mint boxes and pouches stand up strongly and catch consumers’ eyes. Their branding is also very shareable in real life and on social media,” said Sains.

In addition to its eye-catching packaging, Joolies is dedicated to sustainable farming practices. “From date palm tree to package, Joolies cares deeply about organic farming and sustainability,” said Sains. The company uses no harmful pesticides, herbicides or fungicides in their growing process and hand-harvests each date at peak ripeness.

Its paperboard boxes use 99 percent less plastic than clamshell tubs and its resealable stand-up pouches are made of up to 28 percent post-consumer recycled material.

“We’re making the best possible decision that we can for the planet,” said Sains.

Dates offer many benefits to consumers, including being a natural source of energy, a good source of fiber, nutrient-dense and low on the glycemic index.

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