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Pure Flavor celebrates National Snack Day with week-long snackathon

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[Pure Flavor](#) is celebrating the flavor, nutrition and fun of healthy snacking with a week-long campaign leading up to National Snack Day on Saturday, March 4. The brand kicked off its content campaign on Feb. 27 that included an Instagram giveaway with everything wrapping up at SEPC's Southern Exposure trade show, where the brand's full lineup of greenhouse-grown fruits and vegetables will be on display at booth No. 1032.



Pure Flavor is taking action to change the conversation around snacks and make sure that the first choice you reach for isn't a bag of chips, but a pack of fresh, greenhouse-grown veggies like Uno Bites Nano Cucumbers, Cloud 9 Bite-Sized Fruity Tomatoes or Mini Munchies, or a sweet treat like the company's new Solara Mini Melons or Alonna Canary Melons. To get people excited about healthy snacking leading up to National Snack Day, the brand launched a variety of engaging digital content, an Instagram contest, snackboard ideas, blogs, an eBook and a [new webpage](#). Pure Flavor also created a daily #SnackBracket using Instagram Stories to get consumers to pick their favorite snack-sized product.

With consumption of fresh produce on the rise, this campaign shows Pure Flavor is well-positioned to meet the growing demand for healthier snacking options. A recent report by Future Market Insights predicts the global plant-based snack market will grow 8.6 percent from 2022 to 2028, driven by increasing consumer demand for healthier snack options. Pure Flavor is capitalizing on this momentum with its popular snacking lineup, which includes favorites like Uno Bites Nano

Cucumbers, Aurora Bites Mini Sweet Peppers, Sangria Medley Tomatoes and more. Furthermore, the launch of the company's personal-sized, greenhouse-grown Solara Mini Galia Melon and Alonna Canary Melon demonstrates the brand's commitment giving retailers and consumers sustainable snacking options year-round.

"We know that a major shift in eating habits is occurring with more people seeking out fresh and healthy snacks," said Tiffany Sabelli, director of Sales. "In late 2020 as part of our Love For Fresh Campaign, we surveyed thousands of people across North America and 70 percent told us they are likely to snack on tomatoes, so it's clear the produce aisle is becoming snack central. We are proud to grow an impressive variety of snacking tomatoes, cucumbers and peppers that come in convenient, snack-ready formats to satisfy cravings every day of the year."

With National Snack Day coming up, it is the perfect occasion for Pure Flavor to showcase the many advantages of greenhouse growing. After all, the best snacks are available year-round, consistent in quality and, of course, incredibly flavorful. Add to that the sustainability of Pure Flavor's state-of-the-art growing technology and you have the perfect guilt-free health snacks.

"People want to find fresh, new ways to live healthier lifestyles. Snacking is the best place to start," said Chris Veillon, chief marketing officer. "As a lifestyle brand, we're showing how incredibly convenient healthy snacking can be when you have the right ingredients. Leading up to National Snack Day and SEPC's Southern Exposure this Saturday, March 4 in Orlando, we will be serving up content across all our channels that explores the flavor and nutrition of our products that make it easy to Live Deliciously."

To spread the word about the superior snackability of its products, Pure Flavor is sharing healthy snacking ideas, simple and delicious recipes, nutritional facts, product information, activity sheets for kids and much more. As a part of its Adopt-a-School program, Pure Flavor includes promotional content with its weekly donations to partner schools across North America.

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