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Natural Delights' strategic marketing amplifies its presence

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[Natural Delights](#), is returning to CPMA this year in booth No. 630 with award-winning products and a successful Canadian marketing program in tow.

For the last several years, Natural Delights has focused its efforts on expanding distribution globally to meet the growing demand for Medjool dates. As part of these efforts, the brand has partnered with Canadian trade and consumer media, as well as influencers, to bolster brand recognition in one of its largest export markets.

This year, Natural Delights partnered with Canada's Baking Sweetheart Anna Olson to help elevate the brand through her unrivaled reputation and prominence. Olson experienced Medjool date harvest first-hand in September and [cataloged](#) her experience on her Oh Yum Youtube channel, which has since become the second-most-viewed video just below her introduction video. She also hosted baking demonstrations on Canada's most high-profile morning shows. Olson's support has earned Natural Delights more than 25 million impressions this year.

"Our marketing efforts have focused on educating consumers about the health benefits and versatility of Medjool dates, while highlighting our commitment to sustainability and ethical farming practices," said Natural Delights Director of Marketing David Baxter.

Natural Delights two-pound whole dates are a top-selling SKU in Canada, and the brand offers a wide range of merchandising options including display racks, shippers and pallet displays. Thanks to the company's successful marketing efforts, shoppers are actively looking for the brand in their local stores. The company encourages retailers to take advantage of merchandising options that prominently display Natural Delights products and make them easy to find.

"Canadian retailers have come to expect consistency and the highest standard of excellence with Natural Delights products," said Natural Delights Canadian Sales Director Mauro Santelli. "Our French and English packaging, product variety and commitment to providing resources to shoppers has made the brand a top choice for Canadians."

As Natural Delights Medjool dates continues to gain traction in Canada, the brand has been expanding its distribution channels to meet the increasing demand. Natural Delights Medjool dates are now available in various grocery stores, specialty food markets and online retailers across Canada.

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