



**TASTE TO BELIEVE**



**LIFE IS TOO  
SHORT TO STICK  
TO BORING PRODUCE**

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**Fresh Farms launches new marketing campaign 'Taste to Believe' ahead of Mexican grape season**

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[Fresh Farms](#), a leading grower, packer and shipper of high-quality produce, has announced the launch of its new marketing campaign, “Taste to Believe.” The campaign invites consumers to try Fresh Farms' produce and experience the superior taste and quality that sets the brand apart.

"We are excited to introduce our 'Taste to Believe' campaign to grape fanatics like us," said Charlie Molina, creative director for Fresh Farms. "We've curated a selection of candy grapes along with a digital brand experience to deepen our connection with our grape lovers community, delivering a unique fruit-eating experience and authentically communicating the dynamic process behind growing these fantastic grapes."

The “Taste to Believe” campaign offers a playful and engaging approach to the fresh produce category. Through the campaign's messaging, Fresh Farms aims to inspire a sense of wonder and enjoyment in consumers, encouraging them to try new products and discover their new favorite flavors.

To further highlight the quality and taste of its produce, Fresh Farms recently visited the “Las Mercedes” grape vineyard, where the team toured the fields with engineers explaining the process and extra care for the multiple grape varieties.

“We're so proud of the quality of our produce and the work that goes into growing and harvesting it,” said Molina. “Our team is passionate about delivering the best possible product to our customers, and we can't wait for them to taste the difference with Fresh Farms.”

As the grape season kicks off, Fresh Farms encourages consumers to join in the excitement and try their delicious candy grapes for themselves. With the “Taste to Believe” campaign, Fresh Farms hopes to inspire a sense of adventure and discovery in the world of fresh produce.

To learn more about Fresh Farms and the “Taste to Believe” campaign, visit [www.tastetobelieve.com](http://www.tastetobelieve.com), because life is too short for boring produce.

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