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Goldenberry Farms expands Ramboos line to include kid-friendly interactive game

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[Goldenberry Farms](#) has introduced its Ramboos Big Adventure, a new game designed for children age 4 and above, where they are immersed in a fruit-finding adventure intended as a value-add offering to the Legend of Ramboo exotic fruit branded product line now available in stores. The game is available on the App Store and Google Play.



The character-branded product line offers a kid-friendly introduction to the world of tropical fruit. Goldenberry Farms created these fruit-loving Ramboos, which now headline a series of fruit-finding tropical adventures, featuring 12-ounce rambutan as the exotic “prize.”

Recent studies show that nearly 94 percent of children ask for a purchase from a parent while shopping at grocery stores, and inside the supermarket is where parents are the most open to influence from their kids. In general, children seem to have significant influence on product decisions for which they will be the primary consumer, according to Paramount Consumer Insights 2023.

Grocers and food companies can create products and packaging more likely to be purchased in a store, knowing that buyers will focus on family-friendly and kid-friendly purchases.

“With our ‘The Legend of Ramboo’ character and games, we are sending an important message that unique-looking fruits can be enjoyable — and delicious,” said Michelle Anders, product development manager at Goldenberry Farms, which is based in Miami. “The concept is educational, with the goal to help children and parents create positive associations with fruit which they are less aware of. This opens the door for generally improved eating habits, and the ability to incorporate

more fresh fruit into a family's diet."

Since its launch, Ramboos have been available at a growing number of major retailers, and feedback shows that this themed product significantly outsells its generically labeled counterpart.

Unlike its lychee cousin, rambutan features a brilliant red, soft and spiky exterior, giving it a very exotic and almost animated quality.

Ramboos are hand harvested, non-GMO and available in 12-ounce packs for easy enjoyment, made with plant-friendly materials and recycling in mind. Bulk sizes are also available for foodservice clients.

Goldenberry Farms Ramboos are sourced from high-quality farms in Guatemala and Honduras, offering a growing season that begins in July and continues until mid-January.

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