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**Retailer demand climbs for fall-themed produce**

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[Goldenberry Farms](#), a grower, packer and shipper of high-quality fruit based in Miami, has announced a new sales and volume record with its fall-season themed “Scarily Good” fruit lineup.

The themed lineup was made available to retailers for pre-order in June and launched Sept. 5, which includes special packaging for tropical berries, “Sweet and Spooky RAMBOOS,” blood oranges, red dragon fruit, and loose “spikey” rambutan.

Retailers are offered complementary merchandising and assistance with local promotions.

One of the highlighted items for Goldenberry Farms is “Sweet and Spooky RAMBOOS” limited edition packaging, which was nominated a second time for a food innovation award. The Halloween-inspired, vibrant labels create in-store merchandising displays with eye-catching presentations, in addition to giving parents more family-friendly fruit options to buy.

In addition, Goldenberry Farms has added a new Halloween-themed “Ramboos Big Adventure” spooky scenes to its Ramboos app, available on the App Store and Google Play free of charge.

“Retailer demand was higher than we had anticipated, and it seems our ‘Scarily Good’ fall fruit lineup fit very well with seasonal campaigns and merchandising,” said Michelle Anders, product development manager. “We saw an unexpected surge in volumes and preorders. We have found that each seasonal refresh adds a new spike in retail sales, so we are preparing now for a larger holiday and New Year product rollout. Consumers who love the product look forward to each seasonal set, and the change in color and label refresh the presentation for a new opportunity to sell first-time customers.”

Special clamshells produced with post-consumer (recycled) materials help protect the fruit, extend the shelf life, and help with in-store merchandising.

Goldenberry Farms has also announced their first arrivals in the U.S. market of organic limes from Colombia, Peru and Mexico, as well as new value-packed limes (coming in November) and value-packaged dragon fruit.

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