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Natural Delights boosts sales with Happy Holi-dates Sweepstakes

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[Natural Delights](#) recently concluded its successful Happy Holi-dates Sweepstakes, providing participants with the opportunity to win exciting prizes. The outcomes not only enhanced the brand's ongoing strategic marketing initiatives but also played a pivotal role in growing sales at retailers.

According to Circana data, one retailer saw nearly six times the volume growth and nearly double the velocity growth of the Natural Delights products promoted in the Happy Holi-dates shipper compared to the same time last year. These products were prominently showcased in various locations, including the fresh produce aisle near the banana racks and alongside holiday displays and other snack items, creating ample opportunities for impulse purchases.

The consumer sweepstakes garnered more than 140,000 online submissions, leading to the addition of 14,000 new contacts to the brand's database. Consequently, Natural Delights plans to actively engage with its expanded community of Medjool date enthusiasts, sharing inspiring recipes, Medjool date health facts and convenient ways to locate Natural Delights products.

“Our sweepstakes achieved precisely what we envisioned — elevating sales and generating momentum at the retail level, all while fostering online engagement and inviting individuals into our community for ongoing conversations,” said David Baxter, director of marketing and business development at Natural Delights. “Now, our focus is on sustaining this online community with valuable resources to encourage continued interest in Natural Delights products at local grocery stores.”

Retailers can replicate this successful approach in their own stores throughout the year by employing merchandising techniques from the Happy Holi-dates Sweepstakes. Shippers are readily available on the brand's [trade website](#) upon request and can be strategically placed in the fresh produce aisle or high-traffic areas to promote healthy snacking.

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