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Fresh Del Monte ready for big game

By

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The big game on Super Bowl Sunday is an event loved by many — not only from a sports perspective but also because the event has become a great way to gather with family and friends.

“As consumers get more conscious about healthy eating, the occasion has become more and more important to [Fresh Del Monte](#),” said Melissa Mackay, vice president of marketing for Fresh Del Monte North America.

One of the company’s star products is its Del Monte Gold pineapple, which typically sees sales growth during the week leading up to this big sporting event. Other products that witness strong growth are the Del Monte avocados and homestyle guacamole.

“When you look at avocado consumption on game day from a long-term perspective, it has almost doubled in a period of 10 years,” Mackay said. “When you look at a same year analysis, retail sales volume can jump up to 30 percent in the week prior to the game. We feel there is still room to increase as consumers are more and more conscious about replacing snacking consumption with healthier options like Fresh Del Monte avocados and homestyle guacamole, but also other options like pineapples, including Del Monte Gold pineapple, Honeyglow pineapple or Pinkglow pineapple.”

To be a success come Super Bowl time, the company knows it needs to deliver better tasting produce, ripe and ready-to-eat, that consumers will crave even after this event.

“We do extensive consumer research to understand the needs and opportunities in the marketplace,” Mackay said. “Exciting products such as Honeyglow pineapples and Pinkglow pineapples are the perfect answer to consumers’ demands of new and better tasting produce.”

Del Monte also developed specific programs for the big game that add value both to the retailer and end consumers. Things like providing consumers tips for healthy and easy to-do recipes for the big game; showing how to videos developed by influencers, and bundling it all with a coupon or discount for the weekend.

It’s not just the Super Bowl that can find success in the stores. Mackay noted that retailers can take advantage of the many selling opportunities surrounding college bowl season and the football playoffs.

“Football watch parties have become important eating occasions,” she said. “Retailers can cross-promote with other best-selling products, promote different sizes of products for varying household sizes, and have multiple displays with different offerings.”

In 2024, the company is looking to continue its trajectory of growth by inspiring healthy lifestyles

through wholesome and convenient products.

“For 2024, we will continue to increase the development of new and innovative products that offer consumers new and better tasting products in a more convenient way,” Mackay said.

She feels the biggest opportunity for growth is by entering into new markets and segments with new product development and innovation and also through long-term partnerships that can provide customers with healthier and wholesome products.

Recently, Del Monte has partnered with Kraft Heinz to develop Lunchables with Del Monte fresh-cut fruit, and in 2024, consumers will see this product available in more locations.

“The new product line delivers a delicious and convenient solution to power kids forward throughout the day, while getting them accustomed to eating fruits by showing up prominently in a product they know and love,” Mackay said. “We’ll offer four SKUs with fruit featuring pineapple, clementines, grapes and apples.”

Del Monte views this partnership as part of the evolution of Lunchables snack trays and as a true game changer for children’s nutrition.

“By bringing together the freshness and quality that Del Monte fruits are known for, with the convenience and fun of Lunchables snack trays, we have a real opportunity to change kids’ perspectives around fruits and make fruit consumption second nature to younger generations,” Mackay said. “It aligns closely with our mission to inspire healthy lifestyles and provide wholesome and convenient products to everyone.”

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About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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