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Natural Delights promotes sustainability during Ramadan

By

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[Bard Valley Natural Delights](#), a prominent player in the date industry, is reinforcing its commitment to aligning with the principles of Ramadan, emphasizing mindful consumption and fostering generosity. Bridgette Weber, trade marketing manager for Bard Valley Natural Delights, underscored the company's dedication to sustainability and community well-being during this holy month.



“Our values resonate deeply with the essence of Ramadan,” said Weber. “Through our sustainable practices and community engagement initiatives, we aim to honor the spirit of conscious living and generosity integral to this sacred time.”

The company's sustainability efforts extend beyond its core business, focusing on responsible resource management and environmental preservation. By investing in eco-friendly practices, Natural Delights ensures that its operations reflect the values of mindful consumption advocated during Ramadan. “Our commitment to sustainable practices underscores our dedication to environmental stewardship, aligning with the ethos of Ramadan,” said Weber.

In addition to environmental initiatives, Natural Delights actively engages with the community through strategic partnerships and charitable endeavors. Long-time influencer partners Heifa Odeh of FuFu in the Kitchen and Ruda Khan of My Gourmet Story play a pivotal role during Ramadan, leveraging their platforms to promote sustainable living and community well-being. “Our partnerships with influential figures like Heifa and Ruda demonstrate our commitment to spreading awareness and fostering community support,” Weber said. “Together, we strive to provide nutritious meal resources and promote mindful practices among the Muslim community.”

To facilitate the culturally sensitive integration of dates into Ramadan traditions, Natural Delights offers educational resources such as a downloadable Ramadan Recipe Guide. Developed in collaboration with culinary expert Yvonne Maffei from My Halal Kitchen, this guide not only features delicious recipes but also ensures cultural sensitivity in its presentation. “We recognize the importance of cultural respect and inclusivity,” said Weber. “Our goal is to provide retailers with resources that deepen understanding and appreciation of date consumption during Ramadan in a respectful manner.”

Furthermore, Natural Delights employs proactive educational strategies to engage buyers unfamiliar with Ramadan traditions. By providing informative materials on Muslim traditions and highlighting the significance of dates during this holy month, the company seeks to establish connections with culturally relevant buyers. In-store promotions featuring visually appealing displays further enhance buyer awareness and appreciation for dates during Ramadan. “Our multifaceted approach ensures that our products are introduced to and appreciated by a diverse audience,” Weber noted. “Regardless of familiarity with Ramadan traditions, we strive to make Natural Delights accessible and appealing to all.”

The success of Natural Delights’ Ramadan initiatives is evident in its impressive sales growth.

According to data from Circana, last year witnessed a 37 percent increase in weekly date sales, with the brand outperforming at 47 percent growth. These results not only demonstrate the brand’s resonance with consumer preferences during Ramadan but also validate strategic efforts to increase distribution from solely ethnic markets to mainstream retail, making Natural Delights more widely available. “Our achievements reflect the effectiveness of our Ramadan initiatives,” Weber said. “We remain committed to promoting sustainability, fostering community engagement and honoring the values of Ramadan.”

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