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Mastronardi celebrates mothers with WOW MOM campaign

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[Mastronardi Produce](#) is launching a special WOW MOM Strawberry pack for Mother's Day. The limited-edition offering will be packed with the WOW brand's famous Dreamberry strawberries, a ruby red variety described as the best classic strawberry flavor. The Mother's Day pack takes the well-known "WOW" wordmark and flips it upside down to read "MOM" with the call-out "You're the sweetest."



"We're so excited to celebrate moms with the WOW MOM campaign," said Andrea Meloche, innovation manager at Mastronardi Produce Ltd. "We produced an eye-catching label that will make these exceptionally sweet strawberries a special gift for the sweetest woman in your life."

To help differentiate from its traditional branding and capture consumers' attention, Mastronardi Produce swapped the traditional black WOW label for a bright purple and a spring-inspired icon. The special pack is well-suited for creative merchandising opportunities in retail stores around Mother's Day.

"We expect that the branding differentiation, combined with a fun suggestion to surprise mom, will encourage impulse purchases and increase berry consumption," said Meloche. "Not to mention, offering a fan-favorite product for everyone's favorite person seemed like a perfect match."

The limited-edition WOW MOM strawberries will be in-store as of April 29, providing ample time for consumers to take note of the new offering ahead of Mother's Day on May 12. In addition to its retail campaign, Mastronardi Produce will be executing local marketing activities in its headquarters region of Windsor-Essex County as well as encouraging social media activation among its @sunsetgrown followers.

WOW MOM strawberry packs will be on display ahead of their retail launch at booth No. 1130 during the upcoming CPMA Convention and Trade Show.

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