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Early cherries to provide retailers a sweet sales boost

[Honeybear Brands](#) is preparing to begin shipping cherries from Washington to retailers ahead of normal. Thanks to an earlier bloom in Washington state, dark sweets will be in market in early June quickly followed by Rainiers. Retailers will be well positioned to offer shoppers one of their favorite, coveted summertime snacks matching promotions to summer holiday and promotion time frames.

Honeybear is partnering with retail customers for key summer promotions and sales events to support shopper demand for this highly anticipated sweet and juicy fruit. Retailers can expect to receive packed-to-order fresh fruit handled with the precision and white glove service Honeybear prides itself on. With flexible packing capabilities at its expanded cherry packing facility in Pateros, WA, Honeybear can accommodate nearly all retailer packaging configurations.

“Cherry sales are critical for successful summertime produce sales. Our expanded capabilities in Washington allows us to provide cherries at strong volumes and deliver a premier cherry eating experience for our retail partners’ consumers,” said Don Roper, vice president of sales and marketing for Honeybear Brands. “A great cherry eating experience coupled with the right promotional activity sets the tone for summer cherry sell through and produce department success. So far, Mother Nature has us profiled for an early start and strong season.”

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