



- Advertisement -

Oppy and G&M Farms unveil jumbo and pink blueberry varieties

May 8, 2024

Oppy and G&M Farms have introduced two exclusive proprietary blueberry varieties: Pink Cosmo and Hunkaberry.



Both developed by horticulture professor Scott NeSmith of the University of Georgia and grown by G&M Farms in Fresno County, CA, the brands redefine the traditional blueberry experience with their distinctive flavors, sizes and visual appeal.

“It’s been a collaborative effort to develop these exceptionally unique products that will differentiate the category,” said Tim Crane, Oppy’s category manager for blueberries. “Our marketing crew had a blast developing these brands, creating unique packs that deliver a sense of fun and intrigue to ignite trial — making them a stand-out in the berry aisle.”

Pink Cosmo offers a delightful blend of classic blueberry taste with bright floral notes, peachy

sweetness and a hint of fizz, all wrapped in a visually stunning spectrum of pink hues. They will make their seasonal debut at the end of May.

Setting a new standard for jumbo blueberries, Hunkaberry features an exceptionally large and popable size of over 18 millimeters, which is harvesting early May through June. Boasting a firm texture and satisfying crunch, each bite is audaciously sweet with low acid.

Both boasting an impressive 18-plus Brix level, Pink Cosmo is available in 4.4-ounce clamshells with Hunkaberry in 9.8-ounce packs. Learn more on the [Pink Cosmo Blueberries website](#) and the [Hunkaberry Jumbo Blueberries website](#).

This announcement represents a significant advancement in Oppy's berry program, further enhancing its diverse portfolio with offerings that cater to the evolving preferences of consumers worldwide. Limited quantities available — retailers and foodservice customers are encouraged to reach out to Oppy promptly to secure their supply.

[Print](#)