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Mountain View Fruit celebrates summer at the X Games

By

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With the onset of summer, [Mountain View Fruit](#) showcased its premium peaches, plums and nectarines at the Summer X Games in Ventura, CA. These fruits were distributed to VIP attendees, athletes and media, serving as a refreshing and nutritious snack option throughout the event. This initiative not only emphasizes the significance of healthy eating habits but also offers valuable exposure for the Mountain View brand, particularly among the younger audience.



"We are incredibly excited to have our fresh fruit featured at the Summer X Games," said Krista Beckstead, Mountain View Fruit director of marketing. "Our goal is to provide a healthy snack option for everyone attending the event. We see this as a huge opportunity to share the benefits of our fresh, quality fruit with the athletes and attendees."

The company's Summeripe program is also in full swing, featuring a proprietary conditioning process for its fruit. This innovative method utilizes specialized conditioning rooms that carefully regulate temperature and humidity levels, ensuring the fruit achieves optimal ripeness for an exceptional eating experience. Once ripe, the fruit is packed under the Summeripe label.

Additionally, Mountain View Fruit will launch its grape program in mid-July. These grapes will be sold under the Estate Vineyards label after they are harvested and packaged.

Beckstead also stated that in celebration of the Fourth of July, Mountain View Fruit partnered up with Tea with Tae to run another giveaway contest on social media platforms — its peaches and nectarines

are also available to enjoy along with the Fresh Brewed Peach Iced Tea.

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