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Bard Valley dates a 'natural' choice for the holidays

By

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As the holiday season draws near, [Bard Valley Natural Delights](#) is bringing a festive spirit to the date category with its Happy Holi-Dates Sweepstakes. According to Bridgette Weber, sales and marketing manager, this year's sweepstakes has expanded, making it easier than ever for consumers to participate.



“More retailers are on board this year and will have the Holi-Date shippers in stores to allow shoppers to enter and win thousands of dollars worth of holiday prizes,” Weber said. The promotion not only brings holiday cheer but introduces more people to Medjool dates as a seasonal favorite.

Alongside the sweepstakes, Bard Valley is spotlighting its Medjool Date Strips with Tajín, a unique snack that combines the natural sweetness of dates with chili-lime seasoning. “This new product has attracted attention from a wider audience, bringing new consumers into the date category,” Weber said. By offering on-trend products, Bard Valley expands its reach to those looking for innovative, flavorful options, driving additional interest in the category.

With a mission to make dates accessible to a broad audience, Bard Valley offers products for various preferences, from whole dates for traditionalists to convenient, pitted dates or their Mini Medjool Date Rolls. “Dates are more than just a snack — they’re a gateway to better eating habits and healthier lifestyles,” Weber explained. This range of products positions Bard Valley’s dates as a versatile choice for holiday recipes, everyday meals and snacks, enhancing their appeal during the festive season.

This year, Bard Valley has outpaced overall category growth, a success Weber attributes to their grower-owned cooperative model and focus on Medjool dates. The company has seen a 16.1 percent increase in sales, surpassing the overall category's 11.5 percent growth, highlighting the rising consumer interest in dates within the dried fruit segment.



Weber emphasized that success in the date market requires a strong commitment to quality and innovation. “Customers need to trust that they’re getting a great product every time,” she noted, adding that Bard Valley’s dedication to consistency helps build loyalty among retailers and consumers alike. Products like the Tajín-seasoned strips exemplify Bard Valley’s focus on keeping the category fresh and exciting for their audience.

The past year was especially strong for Bard Valley, with a 16.1 percent increase in sales thanks to new product offerings, effective merchandising and greater awareness of dates’ health benefits. With household penetration slightly up to 9.8 percent, the company is optimistic about continuing this upward trend. “There’s plenty of room for future growth as the category expands,” Weber said, noting the potential of dates as a snack, natural sweetener and an ingredient in holiday recipes.

This season’s crop looks promising. “The upcoming crop looks fantastic, with excellent quality and healthy yields,” Weber said. This favorable harvest is especially welcome after last year’s weather challenges, and the company is prepared to meet heightened holiday demand with strong availability.



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Bard Valley's diverse retailer network, spanning independent grocers to national chains, is key to its success. "We tailor our approach based on each retailer's shopper base and business goals," Weber shared. Custom merchandising, co-branded promotions and a flexible product range help Bard Valley forge lasting retail partnerships that maximize date visibility, especially during peak holiday periods.

Looking to the future, Bard Valley's primary opportunity for growth lies in expanding household penetration. While dates are growing in popularity, many consumers have yet to try them, representing a significant untapped market. "Expanding awareness through social media trends, innovative new products and collaborations with retailers will be crucial to capturing that untapped market," Weber said. As date-based recipes and natural sweetener uses gain popularity, Bard Valley is well-positioned to attract new consumers.

With the Happy Holi-Dates Sweepstakes, product innovations and a strong crop, Bard Valley Natural Delights is ready to make dates a holiday staple. The company's dedication to quality, innovation and consumer engagement ensures dates will continue to capture the attention of an ever-growing audience this holiday season and beyond.

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