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Wonderful launches national campaign for seedless lemons

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Wonderful Seedless Lemons has launched its first-ever national, multi-million-dollar marketing campaign, [Lemons With Seeds Are Annoying](#), highlighting the small but relentless frustrations of life with lemon seeds — whether it's fishing them out of drinks, picking them out of dishes or making every squeeze a hassle.

The campaign includes a series of eight humorous commercials that illustrate how lemon seeds are as annoying as workplace interruptions, inconsiderate parkers, power plug poachers, taxicab stealers, button pushers, breaches of personal space and more.



“Lemon users are accustomed to living with seeds, even though they’re a nuisance no one wants,” said Jennifer Hirano, vice president of marketing at The Wonderful Company. “We're excited to introduce Wonderful Seedless Lemons to consumers and show them the bright side of life without seeds through this playful creative.”

Wonderful Seedless Lemons are a variety of non-GMO Project Verified, 100 percent naturally seedless lemons in the United States.

After years of studying various lemon buds and using traditional agricultural practices, farmers in Australia and South Africa discovered seedless lemon tree varieties in their orchards. Wonderful Seedless Lemons partnered with farmers to grow more trees and bring seedless lemons to North America.

Today, Wonderful Seedless Lemons are available year-round, with national distribution, in top

retailers in America.

“[Lemons With Seeds Are Annoying](#)” will run on connected TV and streaming video (YouTube), and be amplified through social media, print and podcasts. The campaign will also be supported by a culinary influencer program, product integrations and Wonderful Seedless Lemons’ cart-stopping point-of-sale displays, including a brand-new lemonade stand display designed to generate excitement and drive incremental sales in-store.



The Wonderful Company’s in-house creative team at Wonderful Agency, led by Chief Creative Officer Bobby Pearce, developed the campaign.

“From awkward strangers with no social awareness to terrible parkers, this campaign highlights how a seeded lemon can be just as annoying as life’s everyday disruptions,” Pearce said. “Our goal was to help the audience experience the effortless difference that seedless lemons bring.”

Wonderful Seedless Lemons are juicy, zesty and naturally seedless. With no prep work, Wonderful Seedless Lemons can be easily integrated into dishes and drinks to add color and flavor without weighing it down since lemons are fat, cholesterol and sodium free. A game-changer in the kitchen, simply slice and squeeze without the worry of straining or picking out seeds.

Over the years, lemons have become a household staple for cooking, cocktails, cleaning and more. With the growing demand for convenience, Wonderful Seedless Lemons are even more desirable.

According to a global study by Euromonitor, 50 percent of consumers are willing to spend money to save time, making Wonderful Seedless Lemons the perfect solution for busy cooks who value hassle-free ways to avoid pesky seeds.

As a result, the brand has achieved 300 percent volume growth since 2021. Additionally, Wonderful Seedless Lemons have driven substantial gains for the lemon category, accounting for 100 percent of bagged lemon category growth for three consecutive years.

Wonderful Seedless Lemons are available year-round in one-, two, three- and five-pound bags at Whole Foods, Trader Joe's, Walmart, Kroger, select Costco outlets and other grocery retailers nationwide. For more information and recipe inspiration, visit wonderfulseedlesslemons.com.

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