



**NATURAL
DELIGHTS**
RAISED ON SUNSHINE®

2022/2023
U.S. Marketing Campaign

**HOW BARD VALLEY WORKS TO INCREASE RETAIL SALES OF ITS
MARKET-LEADING NATURAL DELIGHTS MEDJOOl DATES PRODUCT**

www.naturaldelights.com

The background of the entire image is a photograph of a date palm grove. The palm trees are in the foreground and background, with their fronds reaching towards a clear blue sky. A white rectangular box with a thin black border is centered in the image, containing the company's mission, vision, and core values.

The Natural Delights Way

MISSION

Inspiring healthy habits around the world

VISION

To make Natural Delights a household brand through education, innovation, and product enhancements

CORE VALUES

Invest in resources and innovation to provide convenient solutions for our customers

Encourage people of all ages to utilize Natural Delights products on any occasion

Empower our team with the tools they need to hit their full potential

ALWAYS ON TREND, BUT NEVER TRENDY

Convenient. One Ingredient. Superfood.

Natural Delights Medjool Dates are a pure and wholesome superfood picked straight off the tree at the peak of ripeness. Plump and naturally sweet, the only thing we add is sunshine and water.

RAISED ON SUNSHINE

- One ingredient. Real food.
- Packaged straight from nature.
- No pesticides. No additives. Non GMO.
- Bathed in sunshine and nourished by the Colorado River.

NATURE'S POWER FRUIT

- 16 essential vitamins and minerals.
- More Potassium by weight than bananas.
- Packed with fiber and antioxidants.
- Heart healthy.
- Provides long-lasting energy for an active lifestyle.

RESPONDING TO SHIFTING SHOPPER DEMOGRAPHICS

HH AGE	TOTAL DATE BUYERS
HH Age 18-24	0.4
HH Age 25-44	6.8
HH Age 45-54	2.5
HH Age 55-65+	-9.7

Source: IRI Consumer Network™ 2019

2019 SALES TRENDS BY AGE GROUP

- The Medjool date shopper has traditionally been 55 and older
- Purchases by 55 and older shoppers dropped 9.7 share points
- Purchases by 25-44 shoppers grew by 6.8 share points
- Natural Delights marketing efforts are broadening the Medjool date consumer base

NATURAL DELIGHTS SHOPPER PROFILES



Loyalists 55+ YEARS OLD

\$70,000+ Average Income (65 and up)
\$18.02 Annual Spend
11.4% Household Penetration

Climbers 25-44 YEARS OLD FAMILIES WITH KIDS

\$70,000+ Average Income
\$14.44 Annual Spend
10.4% Household Penetration



8.4% Total Household Penetration

Source: IRI Panel Data Week ending 7/10/2022

BRAND REACH

Natural Delights multi-layered marketing program serves as a path-to-purchase strategy that:

1. Provides consumers product information and meal inspiration to drive purchase frequency
2. Engages consumers with resources and promotions to attract new purchasers
3. Leverages intel gathered along the way to optimize future marketing programs

How are we doing it?

Year-round multi-cultural influencer partnerships that will generate over 100,000,000 impressions



Daily engagement with 220,000+ members in our growing social communities, generating over 10,000,000 impressions

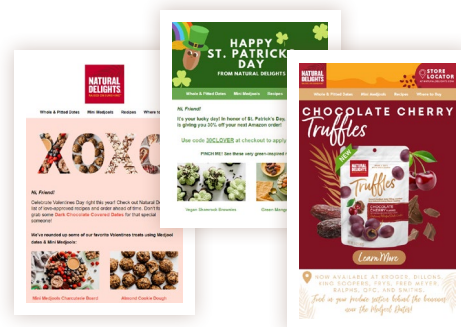


Bi-weekly blog delivering recipe, nutrition and growing information to subscribers



2 major consumer sweepstakes and ongoing shopper surveys throughout the year driving the collection of consumer intel through nearly 250,000 interactions that helps us gain knowledge about our audience and more efficiently create programs that serve them

Recipe development to serve multiple day parts, diet restrictions and cultural themes



Email marketing and content downloads that inspire consumption and position the brand as a helpful & relevant source

2022/2023

	Q1															Q2														
	August					September					October					November					December					January				
Theme	Back to School										Baking/Holidays										Healthy Eating									
Product Focus	Pitted Organic + Snack Boxes + Samplers										Truffles + Pitted Whole + Pitted + Syrup										Organic									
Recom. Discount	\$1.50 off for 1 item / \$2.50 off for 2 items																													
	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30			
Digital Marketing																														
Social Media																														
Social Media Ads																														
Giveaways /Brand Partnerships																														
Google Ads																														
Sponsored Emails																														
Surprise and Delights																														
YouTube																														
YouTube Ads																														
Instacart																														
Digital Ads Canada																														
Trade Marketing																														
Trade Ads																														
Trade Shows (Sales + Marketing)																														
Trade Shows (Sales)																														
LinkedIn Post																														
Communiques Canada																														
Trade Ads/Editorial Canada																														
Grocery Business Canada																														
PR																														
RD Content																														
Blogs																														
Influencers																														
Media Canada																														
Influencers Canada																														
Sampling & Sponsorships																														
AJGA Championship																														
LeagueSide Sponsorship																														
Brandshare																														
Sampling Canada																														
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Catalina																														
Sweepstakes																														

2022/2023

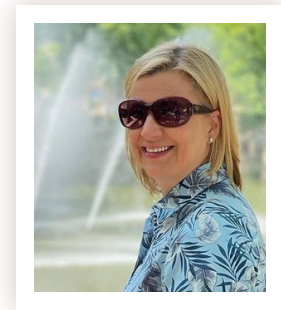
	Q3												Q4												
	February				March				April				May				June				July				
Theme	Valentine's Day				Ramadan				Moms				Sweet Summertime												
Product Focus	Truffles + Pitted				Bulk				Whole + Pitted				Pouches												
Recom. Discount	\$1.50 off for 1 item / \$2.50 off for 2 items																								
	6	13	20	27	8	15	22	29	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24
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CANADA Marketing Plans

Year-round multi-cultural influencer partnerships that will generate over 100,000,000 impressions



Food media partnership with Anna's Food Travel Diaries



Consumer media placements in popular magazines



Trade media placements



Tasting events to sample new recipes and products

