

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

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The leading grower, marketer and distributor of fresh produce announces its groundbreaking collaboration with G&M Farms to introduce two exclusive proprietary blueberry varieties: Pink Cosmo and Hunkaberry.

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

“It’s been a collaborative effort to develop these exceptionally unique products that will differentiate the category,” shared 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 18mm which is harvested from early May through June. Boasting a firm texture and satisfying crunch, each bite is audaciously sweet with low acid.