Creating Global Brand in China

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Heritage of Growing the Finest Berries
Opportunity to Develop Berries into the Leading Produce Category in China

Source: IRI Scan Data, 2012

Note: 5-Year Volume CAGR on berries lead all categories at 6.9%
Our Mission: To Continually Delight Berry Consumers through the Alignment with our Customers and our Berry Growers
Building Foundation: Delighting Berry Consumers by Offering Finest Berries
Building Foundation: Aligning with Customers to Sustain Delight
Building Foundation: Cultivating and Respecting the Local Community

Driscoll's
ONLY THE FINEST BERRIESTM
Our Vision: To Become the World’s Berry Company, Enriching the Lives of Everyone we Touch
• Thank You!