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WONDERFUL® HALOS® SOLVES “SNACK DUTY” FOR PARENTS WITH NEW MULTIMILLION-DOLLAR MARKETING CAMPAIGN *America’s No. 1 Favorite Healthy Snack Brand Inspires Parents to Win Snack Duty with the Fun-Sized Fruit*

LOS ANGELES (February 12, 2019) – [Wonderful Halos](#), America’s No. 1 most loved healthy snack brand, launched a new integrated marketing campaign this season, “The Checks-All-The-Boxes Box,” to encourage parents to choose sweet, seedless, easy-to-peel Halos mandarins as the perfect solution when assigned the sometimes daunting task of snack duty.

The campaign is based on the insight that snack duty can be a stressful and annoying chore, made worse by the fact that parents know they’ll be judged for what snack they bring to their kids’ extracurricular activities. As an easy solution that both parents and kids love, a box of Halos turns into “The Yes-I-Brought-Enough-For-The-Whole-Team Box” for soccer practice, or “The My-Kid’s-Involved-In-Everything Box” for the school recital, or “The For-The-Love-Of-Pete-Don’t-Touch-That-Cake-Yet Box” for birthday parties. In-store point-of-sale (POS), a national FSI, an expanded influencer campaign, social media ads, digital integrations with event planning sites, and consumer emails show parents they can become the ultimate snack duty mom or dad by simply showing up with a box of Wonderful Halos. Halos check all the boxes because they are healthy, convenient, individually wrapped in their own peels, require no additional prep or refrigeration, are common classroom allergen-free and, best of all, loved by both parents and kids.

“Eighty percent of parents bring snacks for their kids’ events – and 50 percent of them are bringing snacks more than five times per year,” said Adam Cooper, vice president, marketing, The Wonderful Company. “The new multimillion-dollar campaign is designed to tap into these snack duty occasions and empower parents to choose a 5 pound box of Wonderful Halos over other sugary snacks as the good choice solution.”

The multifaceted campaign also includes a partnership with the popular Holderness Family, known on YouTube for their annual “Christmas Jammies” viral music videos, who debuted a new original song and music video, “[Snack Panic Attack](#)” to highlight Halos as the perfect time-saving, healthy snack that will alleviate mom’s snack duty anxiety. The humorous video is posted across their social media channels, including Facebook, Instagram and YouTube, to reach their audience of more than two million followers.

To build upon the success of the company’s “Grove of Goodness” POS display program with over 20,000 displays already shipped to stores this season, “The Checks-All-the-Boxes Box” campaign features an

additional 15,000 pieces of Snack Duty POS, including a spectacular display and new bin bases. The displays feature lifestyle imagery showcasing several occasions where Halos make the perfect snack to help reinforce the snack duty message to consumers in store.

Halos's season-long digital investment also draws upon these occasions by way of witty social posts and a video that light-heartedly pokes fun at complicated snack recipes only to reveal Halos as the easy, go-to, healthy snack duty winner.

Wonderful Halos are sold in 3 pound and 5 pound bags and 5 pound boxes, and will be available nationwide through May.

About Wonderful® Halos®

Wonderful® Halos® are sweet, seedless and easy-to-peel mandarins filled with "Pure Goodness®." The kid-sized fruit is available in produce aisles nationwide at grocery, mass and club retailers during California mandarin season (November–May). To discover more about the fun, delicious world of Halos®, visit halosfun.com.

About Wonderful Citrus

Wonderful Citrus is America's largest integrated grower, shipper and packer of fresh citrus, including clementine/mandarin, navel and Valencia oranges; lemons; limes; grapefruits; and other citrus varieties. Wonderful Citrus owns, cultivates and harvests nearly 60,000 acres of fresh citrus, and ships around the world each year to ensure a year-round supply. Our citrus can be found in all channels of distribution, most visible in the produce department of grocery stores across America under the flagship consumer brand of Wonderful® Halos® mandarins.

Wonderful Citrus is part of The Wonderful Company, a successful, fast-growing privately held \$4 billion company with 9,000 employees worldwide. We've made Wonderful® Pistachios America's fastest-growing snack brand. We've turned pomegranates and POM Wonderful® into a worldwide phenomenon. Wonderful® Halos® is the No. 1 mandarin orange in America. FIJI® Water is the No. 1 premium imported bottled water in America. JUSTIN® Vineyards & Winery produces California's top-selling, high-end Cabernet Sauvignon. And Teleflora® is the world's leading floral delivery service.

The Wonderful Company has a long-standing commitment to corporate social responsibility, including more than \$200 million invested in environmental technologies and sustainability research, \$50 million in charitable giving and education initiatives every year, \$100 million toward the construction of two charter school campuses in California's Central Valley, and innovative health and wellness programs, including two new, free primary care clinics for employees and their dependents.

To learn more about The Wonderful Company, its products and core values, visit www.wonderful.com, or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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