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WONDERFUL HALOS' "GOOD CHOICE, KID™" RETURNS... THIS TIME ADDING BIG KIDS!

America's No. 1 Mandarin Brand Also Celebrates Adults' Smart Snacking Choices with Two New Commercials

LOS ANGELES (November 13, 2017) – Today Wonderful Halos, America's biggest and fastest-selling mandarin brand, kicks off its 2017–2018 season with a strong crop and the return of its "Good Choice, Kid™" campaign. With a new added focus on adults, the fully integrated campaign is designed to reach all ages, including "big kids" with two new commercials celebrating adults who are challenged to make good, healthy decisions in the face of temptation. Whether confronted with [gut-churning fatty fried foods at the country fair](#) or [fire-inducing killer spicy peppers delivered by the neighbors](#), it's clear that smart snacking with Wonderful Halos is always the right choice.

"We've always known that Wonderful Halos is the obvious choice for kids because they're healthy, easy to peel, seedless and bursting with sweet flavor," said Adam Cooper, vice president of marketing, The Wonderful Company. "But our research shows that adults also turn to the *Pure Goodness* of our California mandarins with the same enthusiasm, so these commercials present the perfect opportunity to extend our existing campaign and celebrate the good choices made by kids of all ages."

Through a continued investment of \$100 million in the first five years of the brand, these new commercials complement the existing "Good Choice, Kid" campaign. Halos will also be making its biggest digital investment yet, launching a robust influencer program, and increasing visibility across its social media platforms. The campaign will be amplified by print, national FSIs, PR, a New York City Times Square digital billboard, and Wonderful Halos' biggest in-store POS display program ever, bringing to life Halos' "Grove of Goodness." The all-new POS collection features a grove-to-store tractor and grove tree display, highlighting the process of delivering fresh California mandarins directly from farm-to-table.

The two new commercials along with the "Good Choice, Kid" campaign were created by The Wonderful Company's in-house creative team, Wonderful Agency, led by new Chief Creative Officer Darren Moran. "In expanding the campaign to directly address adults' snacking choices, we finally dispel the notion that with age comes wisdom. Adults are just as capable of making wrong-headed choices as kids are," said Moran. "With these spots, we're simply offering up a healthy but delicious alternative to runaway organs and ruined parties."

Wonderful Halos announced its “Good Choice, Kid” campaign at the start of last mandarin season with four smart and witty television spots featuring children facing difficult choices in precariously, far-fetched hilarious situations. Scenarios included a [doll-infested mansion](#), [swapping snacks with a scary witch](#), [running away to join the circus](#), and [breaking into a construction site](#). Both new and existing television commercials will air throughout the mandarin season in local and national markets as part of a multi-million dollar ad spend.

Wonderful Halos are in season now through May and available in 3- and 5-pound bags and 5-pound boxes in product aisles of grocery, mass and club stores nationwide. Since launching in 2013, Wonderful Halos has been the No. 1 mandarin brand every year and is 77 percent larger than the next largest mandarin brand. For more information visit [HalosFun.com](#) or [Facebook.com/HalosFun.com](#)

About Wonderful® Halos®

Wonderful Halos are sweet, seedless and easy-to-peel California-grown mandarins filled with “Pure Goodness®”. The kid-sized fruit is available at produce aisles nationwide at grocery, mass and club retailers during California mandarin season (November – May). For more information, visit [HalosFun.com](#) or [Facebook.com/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 it around the world each year to ensure a year-round supply. Our citrus can be found 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 privately held \$4 billion company, which also has other No. 1 brands such as Wonderful Pistachios, FIJI Water, POM Wonderful, JUSTIN Wine, and Teleflora. To learn more about The Wonderful Company, visit [www.wonderful.com](#), or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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