

*Driscoll's*<sup>®</sup>  
Only the Finest Berries<sup>™</sup>

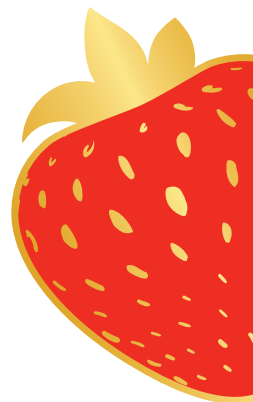
# Specialty Product Guide

Our Sweetest Flavors



# ≡ Sweetest Batch™ ≡

Driscoll's Sweetest Batch™ berries are a specialty berry segment grown from proprietary varieties selected for their consumer-validated, extra-sweet and juicy flavor profiles to create special, memorable moments of happy indulgence.



## Sweetest Batch™ Strawberry 10 oz Clamshell

Pack: 16 × 10 oz clamshells per tray  
Palletization: 108 trays per 40" × 48" pallet,  
6 per layer × 18 high  
Tray Dimensions: 19.0"L × 14.88"W × 3.63"H  
Tray Weight: 12.51 lbs Gross; 10.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0370; UPC: 7 15756 20051 1



## Sweetest Batch™ Blueberry 11 oz Clamshell

Pack: 8 × 11 oz clamshells per tray  
Palletization: 216 trays per 40" × 48" pallet,  
12 per layer × 18 high  
Tray Dimensions: 15.95"L × 10.0"W × 3.75"H  
Tray Weight: 6.47 lbs Gross; 5.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0385; UPC: 7 15756 50017 8



## Sweetest Batch™ Blackberry 6 oz Clamshell

Pack: 12 × 6 oz clamshells per tray  
Palletization: 192 trays per 40" × 48" pallet,  
12 per layer × 16 high  
Tray Dimensions: 15.56"L × 9.76"W × 4.29"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0388; UPC: 7 15756 10065 1



## Sweetest Batch™ Strawberry 14 oz Clamshell

Pack: 8 × 14 oz clamshells per tray  
Palletization: 117 trays per 40" × 48" pallet,  
9 per layer × 13 high  
Tray Dimensions: 14.88"L × 12.88"W × 4.63"H  
Tray Weight: 8.9 lbs Gross; 7.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0411; UPC: 7 15756 20054 2



## Sweetest Batch™ Raspberry 6 oz Clamshell

Pack: 12 × 6 oz clamshells per tray  
Palletization: 216 trays per 40" × 48" pallet,  
12 per layer × 18 high  
Tray Dimensions: 15.75"L × 10.0"W × 3.63"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0372; UPC: 7 15756 10063 7



## Sweetest Batch™ Blackberry 10 oz Clamshell

Pack: 12 × 10 oz clamshells per tray  
Palletization: 144 trays per 40" × 48" pallet,  
12 per layer × 12 high  
Tray Dimensions: 15.63"L × 9.63"W × 5.875"H  
Tray Weight: 9.6 lbs Gross; 7.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 9519; UPC: 7 15756 10066 8



Visit the Driscoll's Customer Portal for more >

# Rosé Berries™

Driscoll's Rosé Berries™ are a specialty berry segment focusing on extra sweet flavor with a unique summery blush color. Only Driscoll's grows Rosé Berries™ from proprietary berry varieties selected for their smooth, silky and creamy texture with sweet peachy flavor notes and a soft floral finish.



## Rosé Berries™ Strawberry 10 oz Clamshell

Pack: 16 × 10 oz clamshells per tray  
Palletization: 108 trays per 40" × 48" pallet,  
6 per layer × 18 high  
Tray Dimensions: 19"L × 14.88"W × 3.63"H  
Tray Weight: 12.51 lbs Gross; 10 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0368; UPC: 7 15756 20050 4



## Rosé Berries™ Strawberry 14 oz Clamshell

Pack: 8 × 14 oz clamshells per tray  
Palletization: 117 trays per 40" × 48" pallet,  
9 per layer × 13 high  
Tray Dimensions: 14.88"L × 12.88"W × 4.63"H  
Tray Weight: 8.9 lbs Gross; 7.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0417; UPC: 7 15756 21130 2



## Rosé Berries™ Raspberry 6 oz Clamshell

Pack: 12 × 6 oz clamshells per tray  
Palletization: 216 trays per 40" × 48" pallet,  
12 per layer × 18 high  
Tray Dimensions: 15.75"L × 10.0"W × 3.63"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0369; UPC: 7 15756 10064 4

TRAY WEIGHT: \_\_\_\_\_  
GROSS = total weight of berries, packages and tray;  
NET = total weight of berries (only) per tray.

**Driscoll's**  
P.O. Box 50045, Watsonville, CA 95077-5045  
831.763.5000 [www.driscolls.com](http://www.driscolls.com)

Visit the Driscoll's Customer Portal for more >

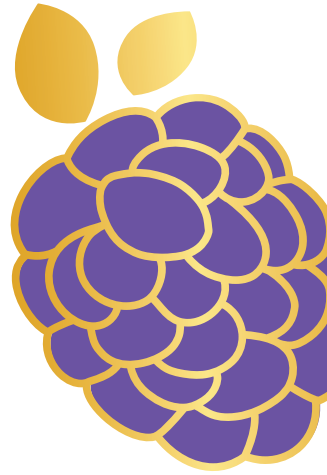




# Frequently Asked Questions

## What Are Sweetest Batch™ Berries?

Driscoll's Sweetest Batch™ berries are a premium segment focused on exceptionally sweet flavor. Only Driscoll's grows Sweetest Batch™ strawberries, blueberries, raspberries, and blackberries from proprietary varieties selected for their extra-sweet profile. These varieties are grown by select growers and harvested in a manner that allows fruit to ripen to its optimal flavor.

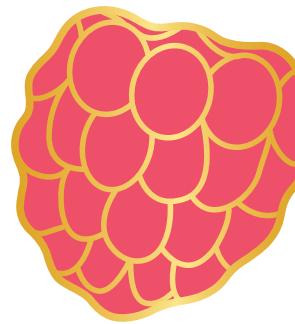


## What Makes Sweetest Batch™ Berries Different Than Conventional?

Our Sweetest Batch™ berries come from varieties that perform consistently higher on our flavor and sweetness scales. Quality assurance mechanisms, like brix thresholds, are put in place to ensure product consistency. Sweetest Batch™ berries also score higher in other attributes that are important to consumers such as; higher juiciness, crispness and less tart!

## What Are Rosé Berries™ and How Do They Taste?

Rosé Berries™ are a small-scale specialty fruit grown from proprietary berry varieties. Their flavor profile is a smooth, silky texture with sweet peachy flavor notes and a soft floral finish.

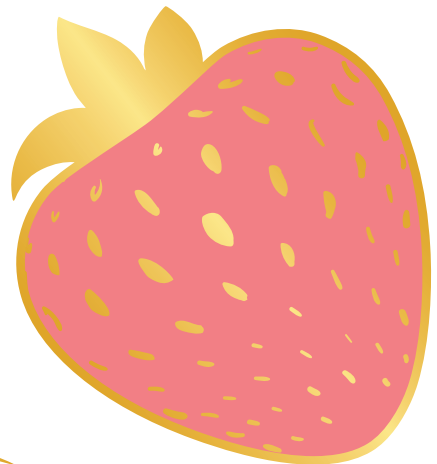


## Are Rosé Berries™ Ripe?

Yes! These berries are only picked at peak ripeness. The unique blush color of these special berries comes from a natural blend of light and dark berries mixed with the power of the sun.

## Are Sweetest Batch™ Berries and Rosé Berries™ Genetically Modified?

Driscoll's Sweetest Batch™ Berries and Rosé Berries™ are non-GMO. We only use traditional and natural methods of plant breeding, like cross-pollination.



Visit the Driscoll's Customer Portal for more >

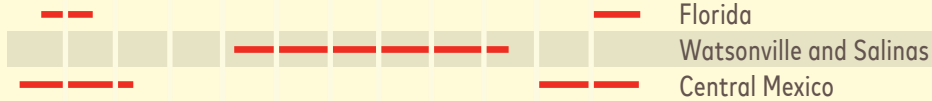


# Our Harvest

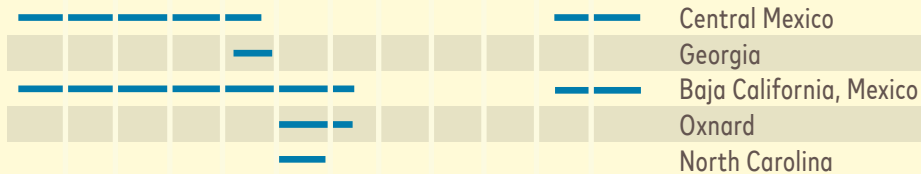
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

GROWING REGIONS

## SWEETEST BATCH™ STRAWBERRIES



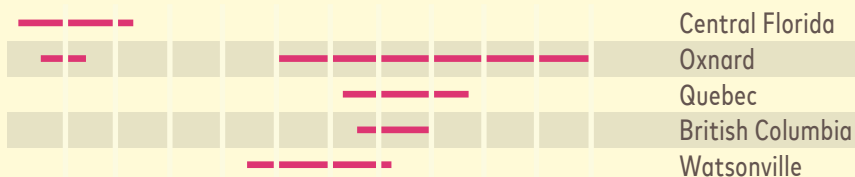
## SWEETEST BATCH™ BLUEBERRIES



## SWEETEST BATCH™ BLACKBERRIES



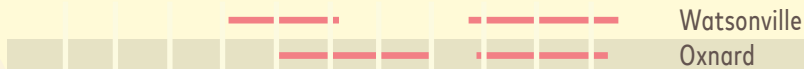
## SWEETEST BATCH™ RASPBERRIES



## ROSÉ™ STRAWBERRIES



## ROSÉ™ RASPBERRIES



Visit the Driscoll's Customer Portal for more >