



Wild Blueberry Marketing Content

Catch Phrases to use on menus, signs and social media

BIG reasons to promote Wild Blueberries!

Big Blue Fun in a tiny package

...just look at that color!

Big Bold Flavor in such a little berry

...variety in each bite!

Big Health Benefits from a small SuperFood

...twice the antioxidants per cup than their cousins!

USDA showed that a one-cup serving of Wild Blueberries had more antioxidant capacity than a serving of cranberries, strawberries, raspberries, apples and even cultivated blueberries.

Big Blue harvests with very little waste

...99% of the crop is frozen to lock in the peak flavor, ready to use out of the bag and don't go bad in the freezer!

Big Sustainability in a mini-sized bite

...low impact farm management and the plants spread naturally - grown by nature!

Did You Know? DYK Content for Promotions

What is a Wild Food?

Not ever planted, plants grow and spread in the right conditions.

Unlike regular blueberries, Wild Blueberries are not planted. They only grow wild, where mother nature put them.

How long have Wild Blueberries been around?

10,000 years

What are the Wild Berries?

Wild means plants native to an area, not planted by anyone. In North America there are only 3: Concord Grapes (big purple with seeds); Cranberries and Wild Blueberries.

Name one blue food - Wild Blueberries!

Where do Wild Blueberries grow? Maine and Canada

How many Wild Blueberries are in a half-cup serving?

Lots! I don't know either!

Why are Wild Blueberries a Superfruit?

The harsh climate of Maine – and what it takes to survive in it – gives Wild Blueberries the high level of antioxidants and intense blueberry taste that regular blueberries can't match.

What's an antioxidant?

Antioxidants help your body fight sickness, cancer, heart disease, short-term memory loss and other effects of aging.

Why are they frozen?

Wild Blueberries are all harvested in August and then the crop is frozen so you can enjoy their fresh, great flavor year-round without wasting a single berry!



Wild Blueberry School Foodservice Program

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Wild Blueberry Facts Sheet: Important things to know about Maine's Special Wild Blueberries (lowbush) vs the cultivated blueberries (highbush) that grow all over the world.

- **A Wild Superfruit 10,000 years in the making-** The Wild Blueberry is an indigenous North American fruit that has been growing in Maine for more than 10,000 years. They aren't planted and have never been genetically modified or hybridized. Cultivated blueberries were bred for commercial planting a little over 100 years ago.
- **More Intense Blueberry Flavor-** Wild Blueberries are genetically diverse, resulting in a unique blend of complex flavors—from tangy tartness to succulent sweetness—providing an intense depth of blueberry flavor that genetically narrow cultivated blueberries can't match. Cultivated blueberries have been bred for commercial traits like uniform size, shape, color and yield but by only propagating a handful of select varieties, cultivated lack the flavor complexity of Wild Blueberries.
- **2X the Antioxidants of Regular Blueberries-** Don't be fooled by their tiny size—Wild Blueberries from Maine pack a powerful punch. They combat stress in the wild by producing powerful phytochemicals to protect themselves. These are the same natural plant compounds that help protect us from inflammation and chronic disease and contribute to healthy brain function and healthy aging. The smaller size of Wild Blueberries means a higher skin to pulp ratio per cup than the larger cultivated blueberries. Skin is where the majority of the beneficial bioactive plant compounds with antioxidant properties and taste attributes reside, so more skin surface means more antioxidant capacity and more flavor.
- **Get More Bang for Your Blueberry with Wild-** Wild Blueberries provide better yield than cultivated blueberries, 25% more cups per pound and more berries in every pint. Approximately 800-1,200 Wild Blueberries in every pint, more than 3X the number of berries in a pint of cultivated blueberries.
- **A Better Cooking and Baking Blueberry-** Unlike larger cultivated blueberries, smaller Wild Blueberries better maintain their shape, deep blue color and intense blueberry taste throughout cooking and baking for better looking and better tasting finished products. Wild Blueberries disperse more evenly in a batter for a lot more berries in every muffin and every pancake.
- **Wild Blueberries are grown and harvested on family farms in Maine.** Your purchase supports a food system that is sustainable, good for the environment, and vital to rural communities.

When can you get Wild Blueberries?

- Fresh Wild Blueberries are harvested in August and available fresh for only a few weeks of the year so grab them while you can- they may not be available next week.
- Fortunately, because they are frozen within 24 hours of harvest, Wild Blueberries are available year-round in the freezer section of your grocery store.
- The IQF (individually quick frozen) freezing process locks in fresh taste and nutritional benefits of Wild Blueberries and eliminates waste.
- Convenient re-sealable freezer bag packaging makes it easy to pour out just what you need and put the rest back in your freezer.

Learn more and see recipes at www.wildblueberries.com/schoolfoodservice-recipes/

Getting 'Wild' is Good for You!

Scientists around the world are investigating the disease-fighting potential of Wild Blueberries – and the quantity of this research is growing by leaps and bounds. Studies of these antioxidant-rich super berries and the bioactive phytonutrients that give them their deep-blue color reveal a wide range of potential health benefits. From brain health, gut and heart health to cancer prevention, improved urinary tract function and a reduction in diabetes risk, research is changing the way we all look at this tiny, potent berry!