



# Produce Packaging That Sells

“Packaging” Refers To:



The punnet



Plus logos, words and icons on the punnet <sup>2</sup>

# Produce Packaging That Sells

Lisa Cork – Founder, Fresh Produce Marketing Ltd



Industry belief:

“Fresh berries sell themselves. Packaging doesn’t matter.”

Consider...your berry packaging is :

Premium supermarket ‘real estate’

Your in-store mini-billboard

Closest you get to consumers at decision point

# Typical Berry Packaging Examples Tells...Not Sells



California Giant Berry Farms



Driscoll's  
Only the Finest Berries™



Naturipe  
Farmed Fresh

# FMCG Packaged Food Examples

## Tells AND Sells

- ✓ 80 Calories
- ✓ Plant Powered
- ✓ Whole 30
- ✓ Non-GMO
- ✓ Keto
- ✓ Nutrient Dense
- ✓ Real Ingredients
- ✓ Clever Brand Name



- ✓ 14g Protein
- ✓ 40% Less Sugar
- ✓ No Artificial Growth Hormones
- ✓ Lactose Free
- ✓ Ultra-Filtered
- ✓ Clever Brand

# FMCG vs Berry Packaging Comparison



- ✓ 80 Calories
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- ✓ Driscoll's
- ✓ Only the Finest Berries™

- ✓ Naturipe
- ✓ Farmed Fresh

“

Your berry packaging is  
the most underutilized sales tool  
you have.

Lisa Cork



# Generational Segmentation



Builders  
1925-1945

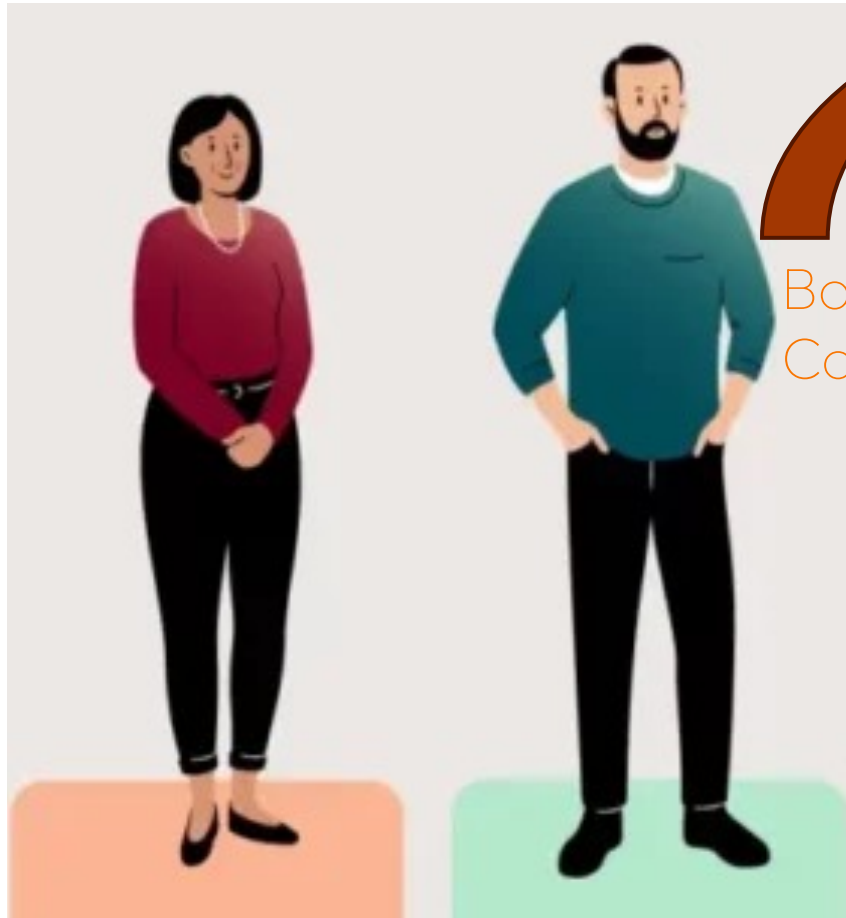
Boomers  
1946-1964

Gen X  
1965-1979

"Millennial"  
1980-1994

Gen Z  
1995-2009

# Generational Handover Is Happening



Boomers  
1946-1964

Gen X  
1965-1979

Boomers/Gen X:  
Control basket

Millennial/Gen Z:  
Control trends

Pivot your focus to  
Millennial/Gen Z consumers



“Millennial”  
1980-1994

Gen Z  
1995-2009

# Grocery Shopping Trends: Millennial/Gen Z



“Millennial”  
1980-1994

Gen Z  
1995-2009

- 32% of grocery spend
- Digital savvy; used to shopping online
- ‘Facts’ from Social & WOM
- Follow Influencers, use TikTok for nutrition info
- Wellness focus; understand nutrition; seek benefits
- Food choice: “Good for me and good for planet”
- **Use packaging, Read labels**, Avoid ‘badditives’
- **Prefer packaged/convenience produce** vs bulk

“

Millennials & Gen Z's want to see information important to them on food packaging. If you don't give it to them...they move on...and you miss sales.

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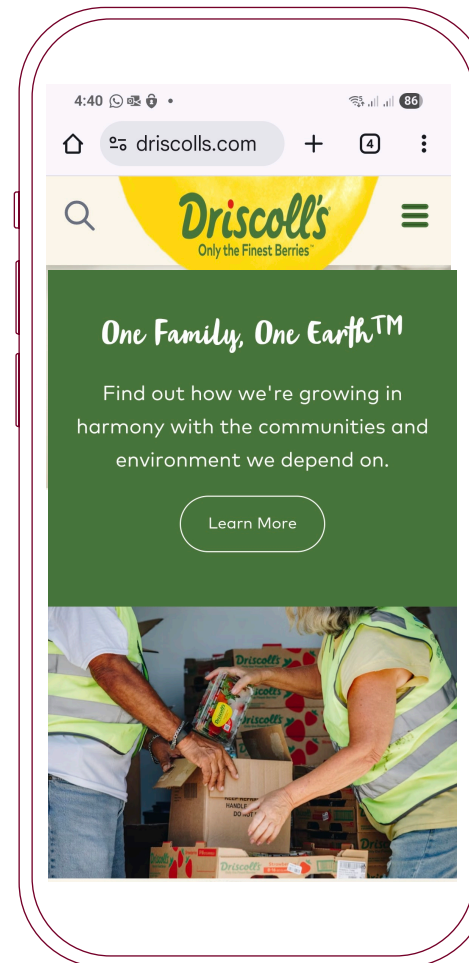
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# Berry Companies Have the Information Consumers Want

Nutrition & Recipes,  
Good for You



Sustainably Grown  
Good for the Planet

# Typical Punnet vs New Punnet

- ✓ Alpine Fresh
- ✓ Blueberries
- ✓ Product of Mexico
- ✓ No 1 Grade

Typical Punnet



New Punnet



- ✓ 1 cup = 84 cal
- ✓ Sweet & Juicy
- ✓ Good source of dietary fiber
- ✓ Naturally delicious and nutritious
- ✓ Antioxidants
- ✓ Vit C
- ✓ Clever Brand Name\*

# New Punnet Drives 39% Higher Purchase Intent vs Typical Punnet (18-29 year olds)

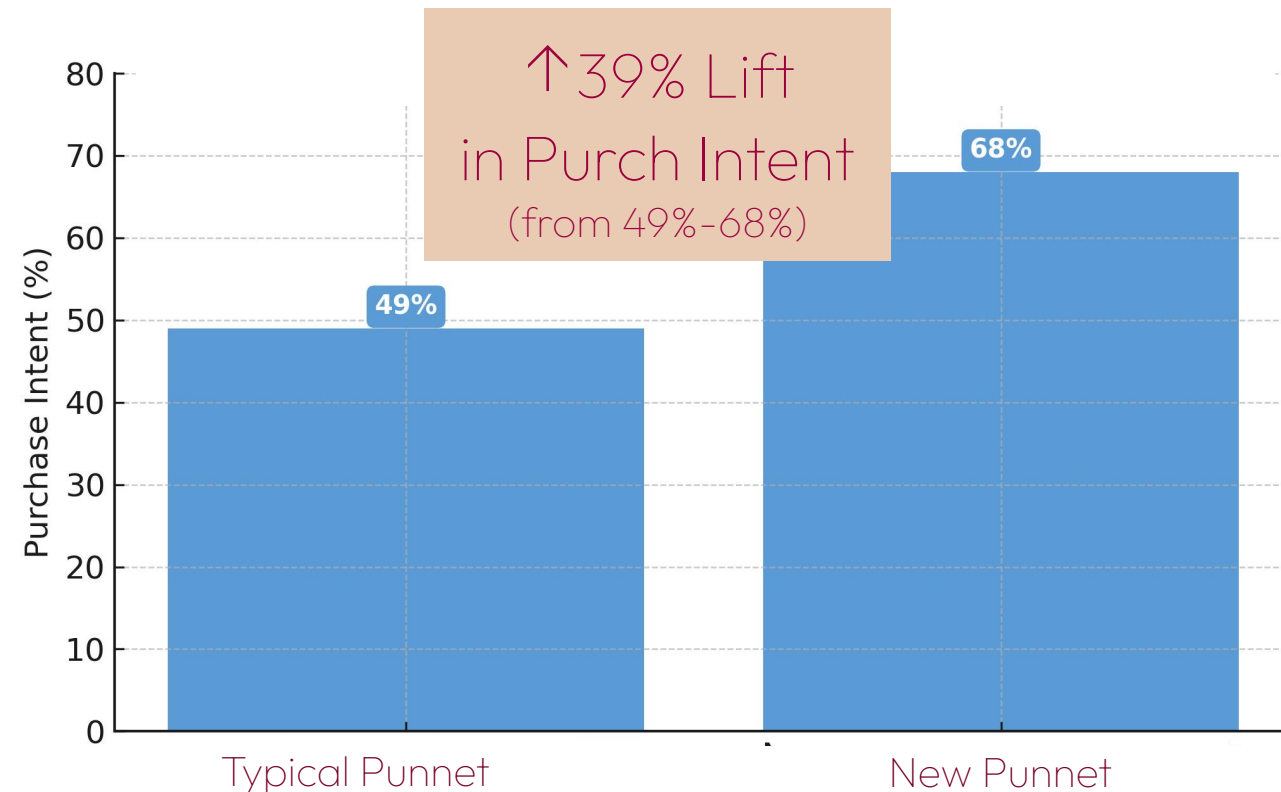
## Typical Punnet:

- Familiar, appeal, preferred by older consumers

## New Punnet:

- Eye-catching, distinctive, and innovative; connects with younger buyers

Typical Punnet vs New Punnet Purchase Intent





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# Want Packaging That Sells? Let's Talk



Lisa Cork  
Founder & Chief Strategist  
Fresh Produce Marketing Ltd.  
“Packaging That Sells”  
[Lisa@freshproducemarketing.com](mailto:Lisa@freshproducemarketing.com)  
WhatsApp: +64 274 772 842

To download more insights on the  
Blueberry Punnet Test, scan this  
QR code.



## SCAN ME



**LISA CORK**

**WORKSHOP**

# **POSITIONING & DIFFERENTIATING YOUR PRODUCE**

**How to Compete Smarter  
in Local and Global Markets**

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**14-15 NOVEMBER 2025**  
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**GREEN SMILE**



**Hortitool**