








Driscoll's®

ONLY THE FINEST BERRIES™

-  **Export regions:** Europe & Russia.
-  **Production regions:** World-Wide
(Europe, Maroco, Egypt, America, S-America, Australia, S-Africa)
-  **+ - 40 Own varieties.**
(Most sold in Europe: Camarillo, Driscoll El Dorado, Driscoll®Adelaide™, Driscoll®Pasadena™, Driscoll®Amesti™, Driscoll®Lusa™, Driscoll®Magdalena™)
-  **Packaging:** all kinds of possibilities 125 gr-1 kg.
-  **Sales system:** Sales only direct via Driscoll's, mainly in European retail segment
-  **Marketing system:** Single Brand strategy with extended Category Management support incl. shoppermarketing towards Key-customers
-  **Focus on sustainability:** International Philanthropy program & several large worldwide initiatives on several areas according to the 3 P's: **P**eople, **P**lanet, **P**rofit