



## **This year, Christmas is healthier, tastier, and more sustainable: Berry Christmas by Hortifrut**

**Blueberries in a festive, holiday-inspired format with 100% plastic-free packaging, now available at selected retailers in Europe, Chile, Brazil, and Colombia.**

**Santiago, November 26, 2025** – Hortifrut is launching Berry Christmas, a festive and seasonal blueberry format featuring 100% plastic-free packaging. It will be available simultaneously across Europe and Latin America—with a focus on Chile, Colombia, and Brazil—through selected retailers. This new proposal offers a healthier alternative to the season's traditionally more sugary products and seeks to expand the category by connecting with new audiences.

In Europe, Berry Christmas joins a pipeline of seasonal innovations that the company has introduced across multiple markets, strengthening an innovative in-store experience and responding to consistent demand signals for seasonal, convenient, and responsible formats.

In LATAM, the launch is part of the company's market-development strategy, with the aim of boosting domestic markets with local products. The proposal seeks to energize the category with consumer-relevant options in Chile, Colombia, and Brazil, where it will be marketed under the Berry Good brand.

"This launch reflects our close relationship with customers and consumers, and our ability to anticipate what they are looking for during this season: freshness, convenience, and sustainable packaging. Our goal is to bring these innovations to all our markets, because we know many consumers already view blueberries as a 'healthy sweet' alternative," said **Stephanie Giorgi, Global Marketing Director at Hortifrut**. "And in Latin America, we will market it under a single brand, Berry Good, to strengthen recognition and build a clearer emotional connection with the brand."

Meanwhile, **Jorge Lima, General Manager of Hortifrut LATAM**, added: "In Latin America we continue to develop the category with proposals that drive traffic, rotation, and value at the point of sale. Berry Christmas is a format that connects with our consumers through the emotion of the holiday season, the flavor and health benefits of berries, and reinforces our commitment to the environment". As a globally certified B Corp, Hortifrut



integrates social and environmental considerations into its business model; the 100% plastic-free Berry Christmas packaging is a concrete example of this commitment.

Berry Christmas will be available starting in December at Eurospin (Italy), Spar (Austria), and Bananar (Iceland), as well as at Spid and Jumbo (Cencosud, Chile), Carulla (Grupo Éxito, Colombia), Jumbo (Cencosud, Colombia), Pão de Açúcar (Brazil), and Santa Luzia (Brazil).

#### **About Hortifrut**

Founded in 1983 by the vision of Don Víctor Moller, Hortifrut is the global leader in the production and commercialization of berries. Headquartered in Santiago, Chile, and operating in 15 countries, the company specializes in varietal development, sustainable production, and the year-round supply of high-quality berries to more than 500 customers across over 55 countries.

In 2025, Hortifrut was certified as a global B Corp, reaffirming its commitment to the highest social, environmental and governance standards