

Back-to-School

Welch's Best Kids' Lunch Box Party



Packs included: Welch's® Fruit Snacks; Welch's® Juicefuls® Juicy Fruit Snacks Berry Blast; Welch's® Fruit Snacks branded lunch bag; Welch's® branded resealable lunch bags; Welch's® Juicefuls® Juicy Fruit Snacks Mixed Fruit; Welch's® Fruit 'n Yogurt™ Snacks

Need to get the word out about one of your products? In our successful Back-to-School partnership with Welch's, we created genuine opportunities for their target consumers to try out various fruit snacks.

- ✓ Trials
- ✓ Awareness
- ✓ Word-of-Mouth

"The Welch's® Juicefuls® Juicy Fruit Snacks were a hit in our house! My kids and our friends loved the burst of juice in the middle! The flavors tasted natural and not artificial! We will definitely be adding these to our lunch boxes!"

— Amanda W, Ripple Street community member



"My kids had never tried the berry blast juicefuls but absolutely love them! That hint of fruit blast is a definite hit! I plan to bring these to the soccer team for snacks."

— Nikki H, Ripple Street community member

