



Honeybear® Brands

Elgin, MN

The Good Mood Food Trend at the Core of Honeybear’s Consumer Outreach

Apples are important for customers mindful of eating for overall happiness and mood

Elgin, Minn., October 26, 2022 – Consumers are much more mindful of what goes into their bodies for improving health, but also how those foods can impact their mental health. Emotional well-being is an important focus, and the trend is emerging in all aspects of life, including food.

“We know apples are healthy in so many ways, including weight management, heart health, cancer prevention, but we want consumers to understand the mood boosting benefits, as well” says Kristi Harris, Honeybear Brands, Brand Manager. “Eating an apple is a simple and healthy way to trigger the release of dopamine which provides a sense of pleasure and happiness,” continues Harris. “Who doesn’t want to elevate the level of joy in our lives and lives of our loved ones?”

According to a top research firm, in 2022 and beyond, there’s an opportunity for brands to promote Mood Food and develop messaging that supports mindful eating and simple, joyful experiences. Honeybear® Brands is leaning in with their Good Mood Food campaign. The campaign will be anchored in store with playful messages that educate shoppers about the mood boosting benefits of apples through signage. Shoppers are also invited to take the experience home with them through a free meditation download to help reduce stress.

In addition, the campaign will be supported with social media and partnerships with celebrity chef Elle Simone from America’s Test Kitchen, Joyologist, author and podcaster Tricia Huffman and giveaways of The Happiness Diet written by Rachel Kelly, all promoting the connection between apple snacking and happiness.

Come visit Honeybear Brands at the Global Produce and Floral Show booth 2363 to learn more!

About Honeybear Brands

Family owned and operated for more than forty years, Honeybear is a dual hemisphere grower, packer, shipper and importer of apples, pears and cherries year-round. A pioneer in the commercialization of Honeycrisp, the company has been an industry leader in responsible, sustainable growing practices and land stewardship for many years. Honeybear Brands is a wholly owned subsidiary of Wescott Agri Products. For more information about Honeybear, visit www.honeybearbrands.com and follow us on Facebook.

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