

Blueberries GO BIG



2. Haldiram's × USA Blueberries

Launch Event & Retail Promotion

A25GXIN005 • Retail Promotion (In-Store, Online and Shopper Marketing)

Monthly Update • July 2026

Promotion Ongoing

Formal launch held on 17 July 2026 at Haldiram's Restaurant, Hiranandani, Thane West

2.1 Campaign at a Glance

Executive snapshot for USHBC / USDA HQ submission

3

New Products

11

Stores

20+

Influencers

487K+

Tracked Views

32

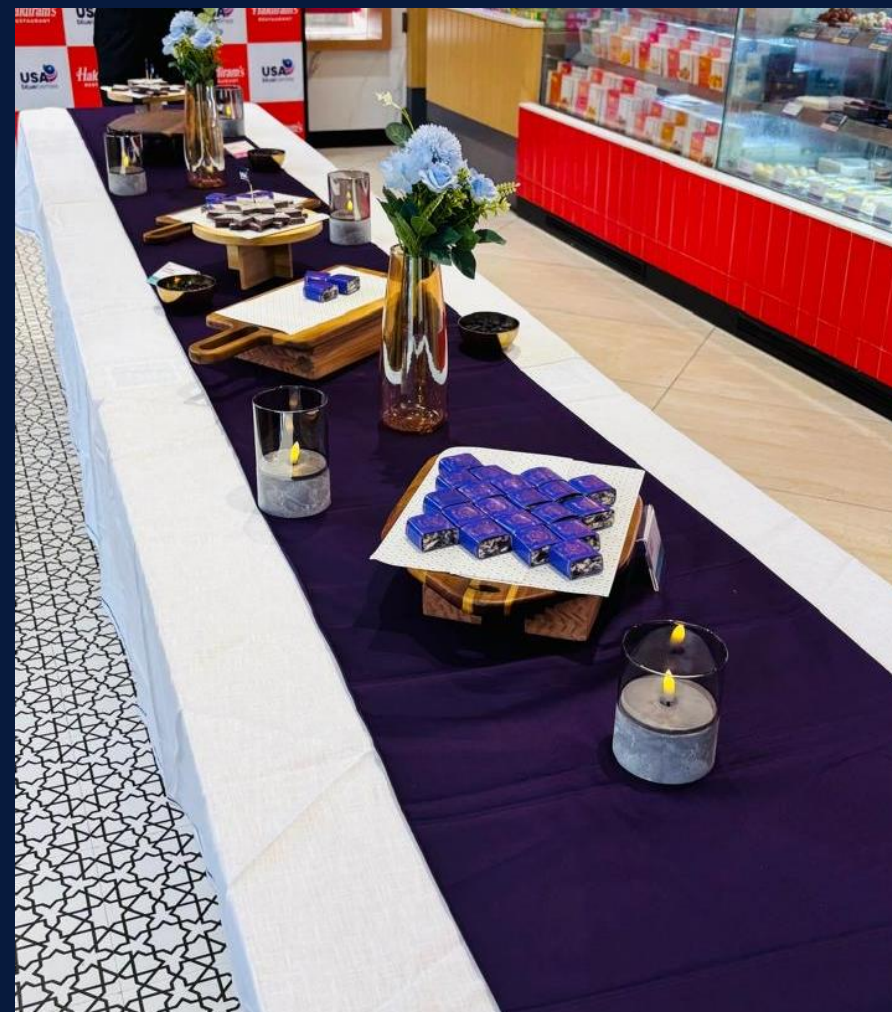
Promotion Days

352

Store-Days*

*Promotional store-days based on 11 outlets × 32 days; final confirmed store-days to be submitted after promotion completion.

The launch initiated a month-long retail promotion featuring USA Blueberries in Haldiram's innovative sweets and desserts, supported by in-store visibility, sampling, blogger coverage and influencer amplification.



2.2 Campaign Objectives

Retail promotion strategy adapted from Haldiram's campaign plan

- Showcase USA Blueberries as a versatile ingredient for Indian sweets and contemporary desserts
- Leverage Haldiram's retail footprint to create in-store product trial and shopper visibility
- Build consumer excitement around limited-edition "Blueberries Go Big" products
- Engage bloggers, influencers and food content creators for wider digital amplification
- Generate learnings for future retail, foodservice and product-development partnerships



— + You're Invited! + —

Join us for a

Haldiram's x **USA blueberries**
RESTAURANT

Discover delicious, innovative creations crafted from premium USA Blueberries.

17th | Friday
July, 2026
At 11 Am

Come taste, explore, and enjoy the versatility of USA Blueberries!

Blueberries GO BIG

Haldiram's Restaurant,
Heeranandani, Thane west

The poster features a light blue background with a small green square icon in the top left. It includes the Haldiram's Restaurant logo and the USA Blueberries logo. The event details are prominently displayed in the center, and the bottom section shows a collage of blueberry-based desserts and the 'Blueberries GO BIG' slogan.

2.2 Formal Launch by USDA, Haldiram's and USHBC

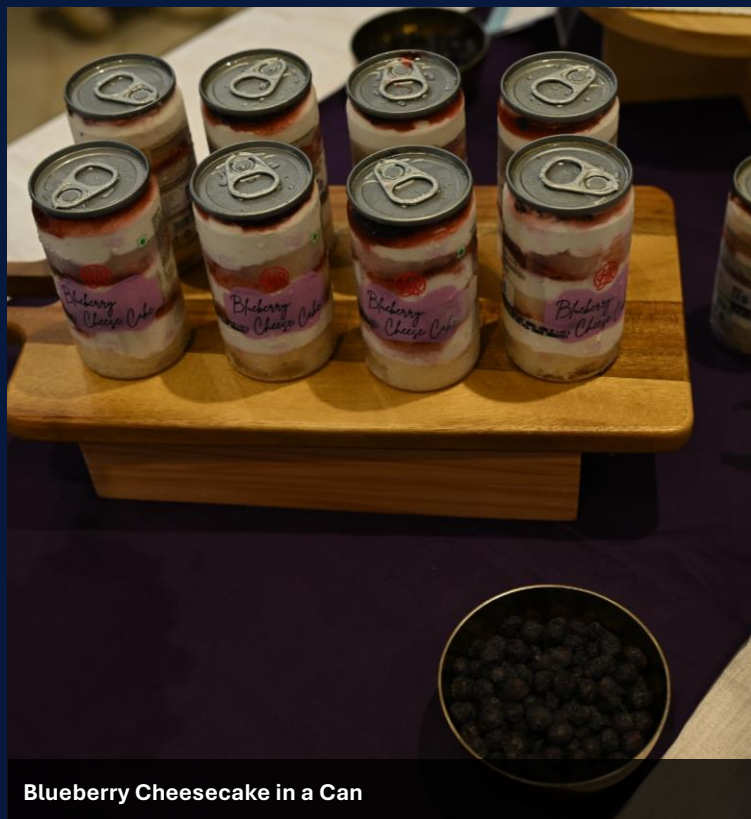
Leadership participation highlighted the partnership value



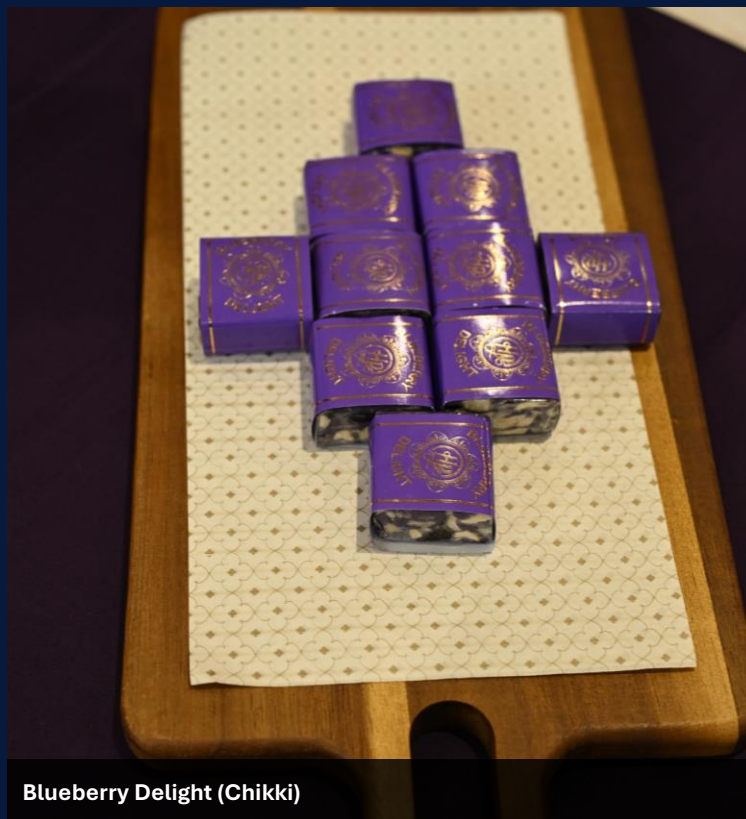
Formally launched by Nicole C. Podesta, Senior Agricultural Attaché, U.S. Consulate General Mumbai, Office of Agricultural Affairs | Foreign Agricultural Service, USDA, along with Krunal Parikh, GM Marketing; Pankaj Petkar, GM Sales and Operations, Haldiram's Restaurants; and Raj Kapoor, India Representative, USHBC.

2.2 Product Innovation

Three limited-edition products developed with USA Blueberries



Blueberry Cheesecake in a Can



Blueberry Delight (Chikki)



Blueberry Kaju Katli

The products demonstrate the versatility of USA Blueberries across modern desserts, traditional Indian sweets and innovative snack formats.

2.2 Tasting Table & Sampling Experience

Product display, tasting and ingredient education



2.2 In-Store Branding & Shopper Visibility

Actual retail execution at the launch outlet



Branding elements included entry standee, co-branded blueberry danglers, table-top/product communication and external store visibility.



2.2 Launch Programme & Engagement Activities

Professional anchoring, tasting and stakeholder interaction



Programme elements: welcome by emcee, leadership addresses, product display, open tasting, media/influencer window, sound bites and product reviews.

2.2 Stakeholder & Trade Participation

Food industry connections around USA Blueberry applications

Participants

- Haldiram's Restaurants team
- USDA / FAS representatives
- U.S. Highbush Blueberry Council
- Approximately 20 bloggers and influencers
- Media representatives and food content creators

Key trade participants

- Tajir Private Limited: importer of USA dried blueberries
- Chemvera Specialty Chemicals Pvt. Ltd.: importer/distributor of USA IQF and MicroDried blueberries
- Ingredient suppliers and food-processing industry representatives



2.3 Participating Haldiram's Stores

Retail promotion continuing from 15 July to 15 August 2026

1. Haldiram's Hiranandani, Mumbai
2. Haldiram's Seawoods, Navi Mumbai
3. Haldiram's Phoenix Kurla, Mumbai
4. Haldiram's Korum Mall, Thane
5. Haldiram's Mumbai Andheri Railway Coach
6. Haldiram's Phoenix Mall, Viman Nagar, Pune
7. Haldiram's Hinjewadi, Pune
8. Haldiram's Spot 18, Pune
9. Haldiram's Mall of Millennium, Wakad, Pune
10. Haldiram's Wakad Haveli Store, Pune
11. Haldiram's outlet in Nagpur



11

Participating outlets

32

Promotion days

352

Potential store-days

Retail KPIs will be submitted after completion of the promotion and receipt of data from Haldiram's.

2.6 Blogger & Influencer Coverage

Influencer content is separate from USHBC-owned social media



Messaging focus

- Launch coverage
- Product taste trials
- Traditional Indian favourites meet global superfruit indulgence
- Limited-edition product awareness

2.6 Blogger & Influencer Campaign KPIs

Tracked influencer results available at the time of monthly reporting

487,600+

Cumulative content views

8,499+

Likes

249+

Comments

168+

Reposts / shares

8,774+

Sends

263K

Highest-performing reel

Results relate to content created and published by participating bloggers and influencers. Consolidated unique reach, impressions, link clicks and photo/video clicks remain pending where not available from individual accounts.

2.7 KPI Alignment & Pending Retail Results

Structured against USHBC Measurement KPI 2026 Guide

Retail Promotion KPIs

- Sales comparison
- % change
- Promotional days
- Retail platform results
- Incremental sales and ROI

To be submitted after completion of the promotion.

Influencer KPIs

- Views / reach
- Engagement
- Likes
- Comments
- Shares
- Sends

Current tracked results included; unique reach pending.

Foodservice KPIs

- Products created
- Ingredient formats used
- Sales impact
- Supply purchased
- Menu retention

Final sales impact and retention to be evaluated after 15 August.

2.8 Supporting Documentation & Media Assets

Video, reels, raw photographs and social media documentation



Click to play embedded launch video in PowerPoint.

Basecamp Documentation

Launch Event Video, Highlight Reel and Social Media Assets:

<https://public.app.basecamp.com/p/B93Axt9zEUau5gkVEc8Cmwznz/vault>

Raw Photographs of the Launch Event:

<https://public.app.basecamp.com/p/H5sLrpWzKq5HNJNDmszTFRPq/vault>

Blogger / Influencer social media links are included in the monthly update report and can be added as clickable references in the final report.

2.10 Next Steps

Final activity report to follow after campaign completion

- Promotion continues through 15 August 2026 across participating outlets
- Assocom India will visit selected Haldiram's outlets to document retail execution and shopper engagement
- Final retail KPIs, sales performance, retailer analytics, influencer reach, ROI and campaign outcomes will be submitted after completion of the promotion and receipt of final data from Haldiram's

Final Report: Post-promotion submission after data consolidation and location visits.

