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Harry & David Launches Pop-Up "Orchards"

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Oct 18th 2010 at 11:02PM



Harry & David is a gift-giving tradition around the holidays. This year the company famous for its fruit and other mail-order delectables is opening up "pop-up orchards" in neighborhoods around the country. The stores were inspired by Harry & David's home in Oregon's Rogue River Valley and feature Harry & David's new

customizable options, such as the "Create Your Own" Bento Box, in addition to Harry & David favorites including new flavors of Moose Munch snacks. The holiday collections will feature exclusive wines, artisanal cheeses,

baked goods and of course, fresh fruit. Harry & David is also offering special pricing at the rate of \$19.34 on select holiday items to commemorate their anniversary year.

"We're absolutely thrilled to launch our Pop-Up Orchard concept just in time for the holiday season," says Steve Heyer, who has the title of Chief Happiness Officer. "It's a unique platform for us to share our rich brand heritage and showcase our farm-to-table expertise while engaging with consumers across the country's most bustling cities for the first time."

The stores will be open through January 2011. A store locator is **available on the Harry & David website**. Locations include the Fashion Centre at Pentagon City in Arlington, Virginia; at the Lenox Square Mall in Atlanta, Georgia; at Beachwood Place in Cleveland, Ohio; at Cherry Creek Mall in Denver, Colorado and on Greenwich Ave in Greenwich, Connecticut.

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