

# Bringing **Berry Bliss** to Hong Kong

Hong Kong's strategic location and logistics strengths help fresh berry grower Driscoll's gain market share in the competitive fresh produce arena.

“Hong Kong has a global mindset and sophisticated marketing capabilities for B2B and B2C initiatives.”

**Andy Suh**  
Vice President of Sales and Marketing,  
Driscoll's of Asia



American fresh berry brand Driscoll's has become a staple in supermarkets across Hong Kong, known for its high-quality produce. Since establishing its regional headquarters in Hong Kong in 2022, the company has strengthened its relationships with growers in Yunnan, China, where conditions are ideal for berry cultivation, enabling it to provide consumers with fresher and high-quality berries.

To increase its market share, Driscoll's is actively engaging with influencers and building partnerships with local businesses. In April 2025, it collaborated with a renowned Hong Kong specialty coffee brand to launch a spring-inspired menu featuring Driscoll's berries, promoting healthy indulgence and culinary creativity.

## Enhanced Supply Chain Efficiency

“Previously, we sourced the berries sold in Hong Kong from the United States or

Australia – logistically, that meant air freight,” explained Andy Suh, Vice President of Sales and Marketing at Driscoll's of Asia. “By shifting to Yunnan, we have improved supply chain efficiency with shorter freight truck distances, significantly reducing carbon footprint. One of our strategic focuses is less resources, more berries.

Sustainability is a key pillar for us.” Driscoll's localised Yunnan production to food safety and quality measures and supply chain efficiency mean that its berries taste better for longer.

Suh feels it is natural for Driscoll's headquarters to further expand into Asian markets, with Hong Kong as the regional headquarters – potentially serving 200 million consumers. “It is a finance and trade hub, with much talent in both to draw from. People here have the multilingual skills to work internationally, operating departments such as human resources with cultural sensitivity,” he said.

## Business Made Easy

According to Suh, InvestHK has been instrumental in supporting Driscoll's setup and expansion in Hong Kong, offering PR assistance, networking opportunities, and connections with potential business partners. “Their comprehensive support

has significantly enhanced Driscoll's presence in the local market,” he stated.

With a resume that included stints in the Middle East, Mainland China, the United States and his native Korea, Suh has been completely charmed by Hong Kong. “It is the most business-friendly city in the world,” he believed. “And its cultural diversity is second to none.”

## Driscoll's

- Founded in 1904 and headquartered in California, Driscoll's specialises in fresh berries, including strawberries, raspberries, blackberries, and blueberries produced worldwide under Driscoll's brand
- Its Hong Kong regional headquarters oversees administration, marketing, and strategic collaborations to link growers, suppliers and consumers

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