



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

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FruitSmart®, LLC

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Featured Inventory:

S/S Peach Puree

S/S Chinese Strawberry
Puree

65° Chinese Strawberry
Juice Concentrate

32° Apricot Puree
Concentrate

32° Dark Sweet Cherry
Puree Concentrate

Please call for a quote.

Solutions in Challenging Markets

What can you do when an ingredient you use is not available - or perhaps the cost of that ingredient has skyrocketed?

Our product development team specializes in solutions for challenging markets such as these. A couple of our recommended strategies include the use of WONFs or the use of essences:

WONFs: WONFs are juice concentrates or purees "with other natural flavors". They are often a good product substitute for 100% juice concentrates and purees when that ingredient has become extremely expensive or simply is not available.

FruitSmart®, LLC offers a full range of WONFs that are designed to replace 100% juice concentrates with a high impact color and flavor that replicates the stated juice. A few great examples of where this strategy is beneficial are with blueberry concentrate and puree, red raspberry concentrate and puree, and black raspberry concentrate and puree.

Essences: Fruit essences can be used to enhance the flavor of your finished product. There are a wide variety of uses for fruit essences. Please call us today to discuss your application.

Product Focus: Fruit Essence

Fruit Essence is a water-soluble, clear liquid which is produced during the pre-heater stage of juice concentrate/puree production. Essences are esters, which are the main flavor components of the specific fruit.

FruitSmart®, LLC is your source for high quality fruit essences. Our current inventory includes:

- ◆ Strawberry Essence
- ◆ European Red Raspberry Essence
- ◆ Domestic Red Raspberry Essence
- ◆ Cultivated Blueberry Essence
- ◆ Concord Grape Essence

Please Pass the Pomegranate Juice!



Pomegranate juice appears to be one of the most powerful choices available when it comes to drinking for your health - and it is gaining in popularity.

Pomegranate juice is a great source of vitamin C and potassium, plus it contains polyphenols which promote heart health. It also contains a high

level of antioxidant flavonoids that neutralize dangerous oxygen molecules in the body known as free radicals—which in turn, offers protection against cancer and heart disease. A recent study showed pomegranate juice as having a higher antioxidant

activity level than red wine, grape juice, cranberry juice, blueberry juice, and orange juice. And if that is not enough, pomegranate juice has also been shown to decrease high blood pressure in hypertensive people.

FruitSmart®, LLC is your source for pomegranate concentrate. We have 100% domestic as well as imported pomegranate concentrate available in drums and pails. We also offer a Pomegranate WONF for a cost-effective alternative to 100% pomegranate.

Please call us today for samples and pricing.

(source: Dr. Michael Aviram, The Lipid Research Laboratory, Technion Faculty of Medicine, The Rappaport Family Institute for Research in the Medical Sciences and Rambam Medical Center, Haifa, Israel)

Blueberry Pomegranate Sorbet

A particularly refreshing dessert after a rich Thanksgiving dinner!

4 cups fresh or frozen blueberries -- (4 to 5)
3 tablespoons fresh pomegranate juice
1 tablespoon fresh lemon juice

1 pinch salt
3/4 cup simple syrup -- (3/4 to 1)

In a non-reactive pot, cook the blueberries, pomegranate and lemon juices and salt until the berries soften and begin to burst, releasing their color and flavor. Puree when cool. Combine puree with simple syrup, differing the amount if you wish to control sweetness, and freeze.

- Recipe from www.hungrymonster.com



Functional Ingredients: Fruit Seed Inclusions

Fruit seeds can provide identity, texture, mouth feel and appearance to any fruit-based product that you produce. Remember that pop you get when biting into a fresh strawberry? Now you can get that same unique mouth feel in any processed filling, bar mix, or confectionary product that



you produce. Now, line-extend that thought to virtually any variety of fruit that has an edible seed.

What you have just envisioned to enhance your product is available from BRB Seeds, Inc. in their line of fruit seed inclusions. From strawberry and red raspberry to kiwi or cranberry, let your imagination improve the

identity of the fruit-flavored products you produce. The concept being that the seed helps the consumer to identify the variety or flavor of fruit of which they are eating.

So, next time you are enjoying a Kiwi / Mango fruit smoothie, enjoy the crunch of the seed as well!

Call us today for samples.

“Patience is bitter, but its fruit is sweet”

- Aristotle

FruitSmart[®], LLC Reports on "Trends in Organic Grape" at 2004 Annual Meeting of the Washington State Grape Society

FruitSmart[®], LLC was asked to speak at last week's Annual Meeting of the Washington State Grape Society, regarding trends in the organic grape market.

Our presentation showed that although the organic food market as a whole has experienced a steady increase in sales for quite some time (*figure 1*), there has been a decline in the price premium for organic Concord grapes over the last 5 years causing organic and conventional Concord grape prices to close in on each other (*figure 2*).

The driving force behind this trend is simply supply and demand. New acreage has come into production faster than new organic grape

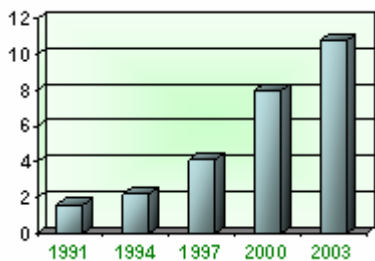
products have been brought to market. Organic Concord grape crops currently have enough acreage to sufficiently cover current demand and known new product introductions, yet we are expecting more acreage to come into production during the next two years (*figure 3*). Organic Niagara grape currently has a very limited market, with vineyards being taken out and replaced with other crops.

The international supply for organic red and white grape is strong and growing, adding to the challenges for organic Concord grape growers. The trends are similar for other organic fruit ingredients. It is a world market

for fruit ingredients and organic products are no exception. .

With the leveling out of price between organic and conventional grapes, organic grapes have become less attractive to the growers. The reduced interest in growing organically, coupled with growth in the category, will bring the supply and demand back into balance in the near future. We continue to hope that a national brand launches and is successful with one or more organic concord grape products, as this would be the fastest solution to balancing supply and demand.

Organic Product Sales
U.S. Dollars
2003

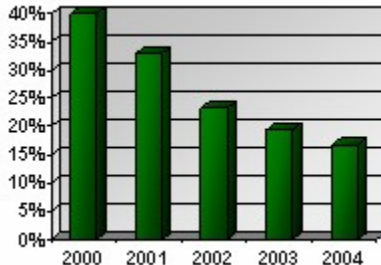


Source:

Organic Trade Association Information Flier
Publication, Summer 2004

(Figure 1)

**Organic Grape Concentrate's
Premium % Above Conventional
Concentrate**

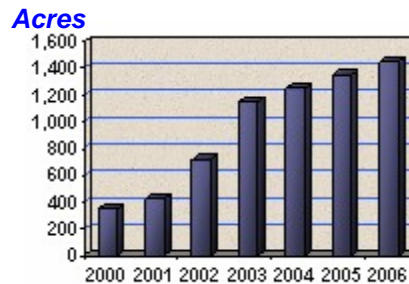


5 Year Trend

Source: FruitSmart[®], LLC Estimate

(Figure 2)

**Growth in Acreage of Organic
Concord Grapes**



(Estimates)

Source: FruitSmart[®], LLC Estimate

(Figure 3)

Note: If you would like a copy of our PowerPoint Presentation, please email your request to rolsen@fruitSMART.com.

We at FruitSmart wish you a very Happy Thanksgiving !