



# FruitSmart®

## The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

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### *Featured Inventory:*

Strawberry Essence

Cultivated Blueberry  
Essence

Red Raspberry Essence

32° Apricot Puree  
Concentrate

32° Dark Sweet Cherry  
Puree Concentrate

*Please call for a quote.*

## Welcome to Our First Issue

Welcome to the first issue of FruitSmart®'s monthly newsletter!

We will work to keep you informed of industry

trends, new product availability, and special offers through this newsletter. We hope you find this information helpful and look forward to talking with you.

## Product Focus: Organic Cherry Juice Concentrate

FruitSmart®, LLC processes most of the organic juice cherries in the Northwest. We are proud to offer Organic Dark Sweet Cherry Juice

Concentrate, and Organic Rainier (Light Sweet) Cherry Juice Concentrate. Supplies are limited, so please call us today for pricing and samples.

## Concord Grape Market at a Glance

The 2004 Concord Grape season is winding down with low grower prices and a crop that is approximately 25% below the five-year average. We are expecting the juice concentrate and puree markets

to hold steady, and then strengthen, during the next 12 months as inventories are brought back in balance.

## Fruitrich Nutritionals' "Berry Best": Best Boost for the Best Price

Open up Time Magazine or most any other popular print media today and you're likely to find someone telling you that you need more antioxidants in your diet. "Unleash the Power of the Blueberry" or "Cranberries Pack a Punch" might be a common headline. And while most people do recognize the fact that fruit is good for them and will increase their intake of antioxidants, a stark reality is that most Americans simply do not consume the proper number of fruit servings each day. Couple this with nutrient-leached processed foods and you have a real recipe for an antioxidant-poor diet. In light of this, mainstream snack manufacturers now are finding it beneficial to put some nutrition back

into the products they are making.

There is no better functional ingredient product to help with this process than FruitRich Nutritionals' brand of "BerryBest" fruit extracts. "BerryBest" fruit extracts provides the antioxidant equivalent to an average serving of fruit - in just one gram.

FruitRich Nutritionals' products are not designed to replace fruit in the consumers' diet, but rather to augment their antioxidant intake. Custom food manufacturers can use these functional ingredients to differentiate themselves from the run of the mill snack foods available today. Imagine eating a popsicle and getting the antioxidants that one



would get from ½ cup of blueberries! Imagine the power in a label claim stating, "the antioxidant equivalent to a whole serving of fruit"! Imagine getting all this from an ingredient costing only slightly more than a penny!

Imagine no more...we can source it for you.

**"Why not go out on a limb? Isn't that where the fruit is?"**

- Henry David Thoreau