



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

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Proud users of

Parity Food Enterprise™

software and services:

Parity Corporation is the Leader in Information Systems & Services for the Small to Mid-Sized Food Manufacturing Enterprise
www.paritycorp.com

“Everything becomes a little different as soon as it is spoken out loud.” - Herman Hesse

Featured Inventory:

Cultivated Blueberry Essence

Red Raspberry Essence

Please call for a quote.

Event Calendar

IFT Food Expo®

July 16 - 20, 2005

Morial Convention Center

New Orleans, Louisiana

<http://www.ift.org>

Please contact us to arrange for a meeting.

Merger News from FruitSmart®



Question: What do you get when you combine a high quality fruit ingredient supplier, an innovative processor of fruit by-products, and a nutraceutical company?

Answer: The next generation of ingredient supplier to our rapidly changing industry.

FruitSmart® is thrilled to announce the merger of FruitSmart®, BRB Seeds, and FruitRich Nutritionals™ effective June 30, 2005.

The combined resources of these three companies will allow us to enhance our product lines, and to provide an exceptional level of service to our customers. We will be transitioning the companies during the next few months and will keep you apprised of our changes.

Jim Gauley, President of FruitSmart®, and Jim Early, President of BRB Seeds, will continue to operate their respective business units until the restructuring is complete. We will be adding some staff, to compliment our current group of talented people, during the transition.

Company Profile: BRB Seeds, Inc.

BRB Seeds, Inc. was established in 1981 with the concept of manufacturing strawberry seeds from the pulp generated by the strawberry processing industry. Over the past 20 years, the product line has grown. Today, the company produces a full line of fruit seed inclusion ingredients, high dietary fruit fiber powders and specialty seed oil extractions.

As the company grew, so did the concept. Today, their mission is to produce novel value-added fruit ingredients from the by-product streams created in the fruit processing industry. Products that are sought after for the function they provide and the innovation they bring to their customers.

Crop News: Washington Dark Sweet Cherry

The Washington Dark Sweet Cherry crop is coming in and is picking very clean, resulting in low initial volumes of processor fruit. Cull prices are firm and FruitSmart recommends booking your Dark Sweet Cherry needs early to make sure that your 2005

The combined company will produce and market products under the FruitSmart® and FruitRich Nutritionals™ brands. Each brand will continue to pursue their established emphasis on niche fruit ingredients and nutraceutical supplementation respectively. We will continue to sell under the BRB Seeds label throughout the transition, as we properly align products into their respective brands.

Our product lines include:

- Fruit Seeds
- Specialty Fruit Seed Oils
- Low-Oil Fruit Seed Powders
- Fruit Fibers
- Fruit Extract Liquids and Powders
- Fruit Essences
- Fruit Purees
- S/S and Concentrated Fruit Juices
- Fruit Juice Blends

We will continue to provide toll processing management services, grower pool programs, and other specialty services to the industry.

The consolidation of our companies will provide the critical mass and talent to take our business to the next level. Please call us today to discuss your ingredient needs!

Company Profile: FruitRich Nutritionals™

FruitRich Nutritionals™ is all about nutrition! Discovering and distributing the nutritional secrets of berry fruits is their goal. When faced with the daunting task of getting a balanced diet from today's often poor choice of nutritionally acceptable snacks and beverages, the modern consumer is inclined to simply throw up their hands.

FruitRich Nutritionals™ was founded in 2002 with the goal of providing mainstream food manufacturers with ingredients to help improve their nutritional bottom line, as well as their financial bottom line. Today, they offer a line of antioxidant-laden fruit extracts that are not intended to replace fruit in consumers' diets, but rather to augment their daily consumption.

requirements are met. Please note that weather can change rapidly and these circumstances may change; however, as of today, there is a limited supply of Dark Sweet Cherry available.