



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

Featured Inventory:

Strawberry Essence

Cultivated Blueberry
Essence

Red Raspberry Essence

Concord Grape Essence

32° Apricot Puree

32° Dark Sweet Cherry
Puree

68° Organic Dark Sweet
Cherry Juice Concentrate

68° Organic Rainier Cherry
Juice Concentrate

Please call for a quote.

Fruit Focus: Hawaiian Pink Guava



Guavas, also known as "apples of the tropics", are native to the tropical Americas, from Peru to Mexico. This fruit was brought to Hawaii around the late 1700's. Hawaii produces and consumes the bulk of guava juice in

the US. According to importers, pink guava juice has a higher usage rate due to its sweetness, color, and full flavor.

Pink Guava is known for its yellow skin, pink flesh, and exotic musky aroma which lends itself well to tropical essences and flavors. Often thought of as a citrus fruit, guavas are actually berries with a fleshy seed cavity and a thick skin. Compared nutritionally to citrus, a guava has been found to have more than three times the vitamin C content of an orange.

Guavas can be eaten fresh or cooked, and used for many applications such as jams, jellies, preserves, smoothie and dessert purees, juices, flavors, and essences.

Guavas are rich in phytonutrients. Not so well known, is that guavas contain more lycopene per fruit than tomatoes and are one of the top ranking fruits in vitamin C density. They also contain niacin (vitamin B3) and vitamin A, and are high in potassium and dietary fiber. Guavas have been found to contain anti-mutigen properties which aid in cancer prevention, and to decrease fat absorption, especially saturated fat - leading to a decrease in total cholesterol, triglycerides, and blood pressure.

FruitSmart® is a supplier of quality Hawaiian Pink Guava products. Why not enhance your product line with such an exciting and beneficial fruit by contacting us today with your application needs?

SOUTHWEST GUAVA SMOOTHIE

1/2 cup banana, sliced 2 cups milk
1/2 cup guava, chopped 1 tablespoon honey

In a food processor, combine sliced banana, chopped guava, milk, and honey. Cover and process on high speed until smooth. Mmm! Serves 4. *source: www.meals.com*

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.

New Product Offerings from FruitSmart®

FruitSmart® is now working closely with Dragon's Garden, a grower and packer of high quality IQF and straight pack puree fruits from China. Due to this relationship, FruitSmart® is able to offer the following products for the 2005 season:

IQF (Individually Quick Frozen)

- ◆ IQF Strawberries
- ◆ IQF Blackberries (Chester Variety)
- ◆ IQF Red Raspberry
- ◆ IQF Bilberry
- ◆ IQF Apricot Dices & Slices
- ◆ IQF Peach Dices & Slices

Straight Pack Puree (Non-Pasteurized)

- ◆ Strawberry
- ◆ Blackberry
- ◆ Red Raspberry
- ◆ Bilberry
- ◆ Apricot
- ◆ Peach

FruitSmart® is excited about working with Dragon's Garden and look forward to providing you with their exceptional product line. You may learn more about Dragon's Garden via their website: www.dragonsgarden.co.uk. Please call us to discuss your requirements for the coming season.

Missing That Red Raspberry Note?

Need to explore ways to boost red raspberry flavor or aroma into your application?

FruitSmart® can assist you with your product needs. We offer a high quality red raspberry essence, as well as a full line of high quality fruit essences that

can bring out your desired effect for the application you are working on.

Please call us today!



"If you don't take care of your body, where are you going to live?"
- Anonymous