



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

November 15, 2005

Volume 2, Issue 11

FruitSmart®, Inc.

P.O. Box 177
14502 North Rothrock Road
Prosser, WA 99350
Phone: 509-973-3500
Fax: 509-973-3501
www.fruitsmart.com

Prosser, WA Corporate Office:

Jim Early - President
Cell: 509-832-0724
Email: jeearly@fruitsmart.com

James E. Gauley - Vice President
Cell: 509-840-2457
Email: jegauley@fruitsmart.com

Tammy Feakin - Sales &
Customer Service
Email: tfeakin@fruitsmart.com

East Coast Office:

Keith Gauley - Regional Sales
Cell: 781-690-6897
Email: kegauley@fruitsmart.com

Seattle, WA Office:

Becky Olsen - Sales & Marketing
Cell: 206-963-7115
Fax: 206-363-4941
Email: rolsen@fruitsmart.com

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:

65° Apricot Juice Concentrate

65° Clarified Guava
Juice Concentrate

65° Red Raspberry Juice
Concentrate

Concord Grape Essence

Guava Essence

Red Raspberry Essence

Please call us for a quote.

FruitSmart® a Success at SupplySide West!

SupplySide West show organizers reported in October that the pre-registered attendee figures for SupplySide West 2005 were up more than 15 percent compared to the previous year, with booth sales also up by 10 percent. From the amount of visitors FruitSmart® welcomed at our booth - this increase was apparent.

Our booth, located in the furthest row back from the entrance and positioned at an angle that could have easily gone unnoticed, experienced a steady flow of interested visitors - many of whom were purposely seeking us out. With the aroma of freshly milled cranberry oil and our visually intriguing glass tower of layered fruit seeds luring visitors in, we managed to catch the attention of attendees who otherwise may have missed our sign. It was a great turn out for us and we truly enjoyed speaking with each of our visitors.

Although all of our products drew interest, we received significant interest in our fruit seed oils, fruit fibers and fruit powders. The pharmaceutical and nutraceutical industries were certainly out in force at this show, looking for ingredients to enhance



From left to right: Keith Gauley, Jim Early, Bill Early, Tammy Feakin, Jim Gauley, and Becky Olsen

their products. Our team was prepared to assist!

We at FruitSmart® sincerely thank the many attendees and exhibitors who visited our booth, and we look forward to working with you in the future.

FruitSmart® Plans New Manufacturing Facility

FruitSmart® is in the planning phase with the Port of Benton to construct a 6,000 sq. ft. manufacturing facility near the airport in Prosser, WA. The new facility will include our seed oil extraction line, concentrate and extract blending capacity, and pow-

der production equipment. This facility will be designed to handle our increasing demand for these product lines. The facility is scheduled to open in the fall of 2006.

Winner of the FruitSmart® Wine Basket Raffle

FruitSmart® is pleased to announce the winner of our SupplySide West Wine Basket Raffle as **Wayne Geilman**, the Director of Product Development, Food Science for Pure Fruit Technologies, LLC.

Pure Fruit Technologies, LLC, is a juice nutritional

supplement manufacturing and marketing company and a subsidiary of Morinda Holdings in Provo, Utah. For more information on Pure Fruit Technologies and their products, you may visit their website at www.mangoxan.com.

Congratulations, Wayne!



Cranberry Concentrate Pricing Update

Cranberry concentrate pricing has risen from \$26.00 - \$29.00/Gallon to \$32.00 - 35.00/Gallon this month, due to the shorter than expected crop reported last month.

This increase will bring the value of cranberries closer to the grower's cost and is a positive sign for the industry.

"Gratitude is not only the greatest of virtues, but the parent of all the others."
~ Cicero

Happy Thanksgiving from your team at FruitSmart®