

Official Exhibitor

13th Annual
SupplySideWest

International Trade Show and Conference

FruitSmart®

The Smart Choice...Naturally



Fruit Ingredient Supplier and Processor

SupplySide West

Special Edition Newsletter

October 2009

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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:

OU Concord Grape Essence
Strawberry Essence
Grape Seed Flour
Blueberry Concentrate
Organic DS Cherry Concentrate
Raspberry Concentrate
Carrot Seed Oil
Grape Seed Oil
Cranberry Seeds

Please call us for a quote.

Come See Us at SupplySide West!

FruitSmart® will be exhibiting again this year at SupplySide West in Las Vegas, November 12 - 13. Please stop by booth 27050 to meet the FruitSmart® Team. Stephanie, Juanita and Veronica will be there along with Jim Gauley, Jim Early and Terry

Chambers. This is a great chance to say hello to the people who take care of our customer service and logistics and who work hard to make every order flow smoothly. We look forward to seeing you!

Come Sample Our Nutritionally Significant Beverage Bases!

FruitSmart® continues to excel in the formulation and development of beverage bases for the liquid nutritional supplement market. Our formulation team and blending operation are ideal to support your liquid supplement needs. We will be showcasing two beverage bases at our booth:

High ORAC Vegetable/Fruit Blend:

This product includes a proprietary blend of fruits and vegetables, along with our Concord Grape Extract and BerryBest® Blend for the ORAC Boost.

The Original Superfruits:

Available in both conventional and organic, this base is the "Original Superfruits". With everyone looking for the next best fruit worldwide, we sometimes forget the nutritional benefits of the North American fruits. This blend includes Dark Sweet Cherry, Red Sour Cherry, Concord Grape, Blueberry and Cranberry.

Please stop by for a taste and to discuss your formulation and ingredient needs.

FruitBasics® Grape Seed Flours Provide Cost Effective and Value-Added Nutrition

If you are looking for a great new functional baking ingredient, look no further!

FruitSmart® has moved into commercial production of their line of FruitBasics® Grape Seed Flours, and as many of you are finding out, these flours provide a lot of bang for the buck. FruitBasics® Grape Seed Flours provide over 50% dietary fiber, 18% protein, and an antioxidant boost of up to 7% total phenolics - all in a gluten-free package!

While we at FruitSmart® would like to take credit for inventing the Grape Seed Flour concept, it has actually been around for centuries. Millers and bakers from Roman times were known to grind the seeds of grapes into a flour substance and incorporate it into breads for its preserving qualities.

Today we know those "preserving qualities" come from the antioxidants found in the grape seeds. FruitBasics® Grape Seed Flour provides a concen-

trated source of the antioxidants commonly found in grapes and widely believed to provide many of the health benefits associated with the fruit. Our multi-step process of carefully separating and drying the seeds, removing the oil via cold press, and then milling the crushed seeds into a fine free-flowing powder creates a healthy ingredient well-suited for the baking industry.

*One of Mother Nature's
healthiest ingredients!*

Please contact us today to discuss how FruitBasics® Grape Seed Flours can enhance your application.

"Don't judge each day by the harvest you reap...but by the seeds that you plant." ~ Robert Louis Stevenson

13th Annual
SupplySideWest

Nov. 11-13, 2009
(Exhibit Hall Nov. 12 & 13)
The Venetian & The Sands Expo
Las Vegas

**The world's largest event
for healthy and innovative ingredients.
Register today!**