



# Bits & Pieces

## Taste and See Graceland's Extraordinary Ingredients at IFT

**A**t Graceland Fruit, you can pick from 45 different fruit and vegetable ingredients. And at IFT, you can see and taste them all.

Graceland's naturally colorful food ingredients include moist cherries, plump blueberries, redder cranberries, crisp apples, sweet corn, bright peppers and savory broccoli.

Each of Graceland's extraordinary ingredients adds natural color, delicious flavor and healthy benefits to new products and gives new appeal to existing lines, including the newest offering, a naturally redder cranberry. Graceland offers innovative food manufacturing and food packaging companies the opportunity to bring healthy and delicious ingredients to a variety of consumer products. With the world's broadest line of infused dried fruits and vegetables, and a recent capacity increase of more than 40 percent, Graceland stands above the rest as a single source provider that gives customers "whatever you need, whenever you need it."

Stop by the Graceland booth, #3551 at IFT (July 17-20) in Chicago, and see how Graceland Fruit ingredients can make a difference in your next product launch. Or, contact Customer Service for product samples and to learn more about creating opportunities through extraordinary food ingredients.

Join Us at IFT  
Booth #3551



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## Product Launch – New Apple Juice Infused Cherry Halves

**G**raceland Fruit has recently launched a new cherry ingredient with a new healthy appeal. Apple juice infused cherry halves have the same advantages featured in Graceland's infused dried red cherry ingredients. The new product is infused with apple juice, resulting in a cleaner ingredient statement that fits well with products that promote a healthy lifestyle such as fiber-rich cereals and muffins, low-fat breakfast bars, and high-energy trail mixes. For more information or samples, please email Graceland Customer Service at [info@gracelandfruit.com](mailto:info@gracelandfruit.com) or call 800-352-7181 or 231-352-7171.



### In This Issue

New Products Feature Graceland Vegetables  
*page 2*

Wild Veggie's New Retail Package Debuts  
*page 3*

Graceland Vegetables Make an Impression  
*page 4*

A Newsletter from  
**GRACELAND FRUIT, INC.**



## New Products Feature Graceland Dried Vegetables

**A** new line of pasta products, featuring Graceland Fruit's infused dried vegetables, has just hit the

market. The entrees are targeted towards the vegan market with all ingredients being plant based and a large percentage of them being organic. Graceland's dried sweet corn, dried broccoli, dried peas, dried green bell pepper, dried red bell pepper and dried carrots are incorporated as a main ingredient.

The dish is designed to provide flavors people crave, and retain all the color and flavor of garden fresh vegetables. It is flavorful, rich and creamy. Please

contact Customer Service at [info@gracelandfruit.com](mailto:info@gracelandfruit.com) to request samples of Graceland's infused dried vegetables or for more information.



**dried sweet corn • dried broccoli • dried peas • dried green bell pepper • dried red bell pepper • dried carrots**

## President's Message

*Don Nugent, President & CEO*

The harvest season of 2010 is upon us, and we are thankful for both good weather and ample crops. The cherry crop has been lower this year due to a spring frost. Last year's crop yielded 350 million pounds of red tart cherries, and this year's crop is less than 200 million pounds. We anticipate dried cherry pricing will not be declining and could actually strengthen a little. There is good inventory, and availability will not be an issue.

Graceland has been running all three dryer systems concurrently during the first half of 2010 to keep pace with demand created in 2009 through hard work and increased capacity. Our broker network has continued to work closely with R&D, and we are providing flexibility

to customers in both product specification and delivery. This is especially important as many customers are looking to maintain a just-in-time inventory. With more than 45 ingredients, Graceland is now recognized as a sole-source provider for many of our customers to meet all of their needs.

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We recently introduced a "naturally redder" cranberry, topping our list of new ingredients. This outstanding

ingredient is both visually appealing and also has a moist quality with great taste and texture. We start with the highest quality fruit, which is produced mainly in Wisconsin, and we are able to retain the rich red color and high nutritional value during the production process. The result is a difference you can see and taste.

I hope you will stop by IFT booth 3551 in Chicago July 17-20 to sample the cranberries, blueberries, apples, or some of the 45 other extraordinary ingredients produced by Graceland Fruit, and learn about the opportunities we can create for your products.





## Wild Veggie's New Retail Package Debuts in California

California consumers are discovering why Wild Veggie™, the Souper Drink™, really is good for every body. They've found a whole new way to get the fresh vegetable taste and convenience that everybody needs with Wild Veggie's new frozen retail package. The all-natural vegan soup or drink that can be enjoyed hot or cold is now available in grocers' freezers throughout The Golden State.

Wild Veggie continues to be offered in self-serve dispensers and in ready-to-eat refrigerated cups in some locations, but the new frozen option is very popular, as it has a longer shelf life and can be kept frozen for later use. That is particularly important when the product is used as a recipe ingredient.

Wild Veggie is now widely available in grocery stores throughout the Bay Area and is expanding in southern California. All three vegan-friendly, gluten-free varieties (broccoli, carrot, and red bell pepper) are offered in the new frozen package.

Wild Veggie is made in California, USA, and distributed exclusively by Graceland Fruit, Inc. For information, product samples, and more, please contact Customer Service or visit Wild Veggie online.



## California Festivals Feature Wild Veggie on the Menu

Move over corn dogs and funnel cakes...there's a new "Fair Food" in town. Wild Veggie, the Souper Drink, is the all-natural vegan soup or drink that is being featured on the menu at festivals across California.

Wild Veggie's versatility was showcased during several cooking demonstrations and a bartending competition recently at the San Diego County Fair. Wild Veggie's "Merry Pepper" drink, a flavorful twist on the Bloody Mary, was a big hit at the bartending contest.



Several other healthy, low fat recipes that incorporated vegan-friendly Wild Veggie also quickly became crowd favorites during the three-week event held at the Del Mar Fairgrounds June 11 through July 5.

Wild Veggie also participated in two San Francisco area events during June – the legendary 33rd Annual Haight-Ashbury Street Fair in San Francisco on June 13, and the health-focused "Festival in the Park" in San Jose on June 26.



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# Graceland Vegetables Make an Impression

**F**ood manufacturers across the country and across the globe are discovering that Graceland Fruit also offers extraordinary lines of dried vegetables. Ingredients such as broccoli, corn, carrots, and peppers were shown, sampled and very well received at the FoodEx Japan tradeshow, held in March. The ingredients garnered compliments on their color, texture and taste. At the Food Marketing Institute show held in May, attendees sampled Graceland's "naturally redder" cranberries, along with other healthy ingredients popular in fruit snacks, trail mixes, cereals, and more. Graceland Fruit will be participating in a number of additional trade events slated throughout the remainder of the year.



*Heidi Farkas, manager, Graceland Sales & Business Development, and Teru Sazuka from World Scope Corporation in Japan, at FoodEx Japan.*



## COME SEE US IN 2010!

- July 17-20 .....IFT - Graceland Booth # 3551 • Chicago, IL
- September 26-29 .....IBIE • Las Vegas
- October 13-15 .....Hi Japan 2010 • Tokyo, Japan
- October 22 -25 .....Sweets China • Shanghai, China
- October 29-30 .....Ice Cream China • Tianjin, China
- November 16-18 .....Hi Europe • Madrid, Spain
- November 11-13 .....Food & Hotel China • Shanghai, China

[www.gracelandfruit.com](http://www.gracelandfruit.com)