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Strictly Natural



"Truth in juice" Labeling Campaign



CHERRish's Montmorency Cherry Juice Features ORAC Rating on Every Bottle

CHERRish, a 100 percent all natural fruit juice that exclusively uses and sources Montmorency cherries is the first ready to drink beverage to certify its antioxidant level on every bottle, informing consumers of the antioxidant strength of what they are drinking. Brunswick Labs, an independent, full-service bio-analytical laboratory specializing in the science of antioxidants and oxidative stress, tested CHERRish and gave their Oxygen Radical Absorbance Capacity (ORAC) certification, which is now clearly marked on every bottle.

The patented measurement ORAC, rates how many oxygen free radicals a specific food can absorb and deactivate. The more oxygen free radicals, the more efficient a food is at assisting our bodies to fight diseases such as cancer and heart disease. Each 10.5 ounce bottle of CHERRish has been tested by Brunswick Labs and found to contain more than 8,000 ORAC antioxidant units substantially exceeding the recommended daily consumption outlined by the United States Department of Agriculture.

"We are proud to have CHERRish on the market with the ORAC certification for the health conscious consumer who wants to enjoy a great tasting drink that also provide an exceptional amount of nutrients for the body," said Dan Haggart, president and founder of CHERRish. "The ORAC certification seal is placed on every bottle taking the guessing work out of what is actually inside the drink, we call this our truth in juice philosophy."

CHERRish contains no added sugars or blended juices and is made from only Montmorency tart cherries, one of the highest ORAC ratings for fruit, which contain the same level of antioxidants as pomegranate and blueberries, making it a healthy decision. The juice comes in three flavors, Original Cherry, Cherry Raspberry and Cherry Blueberry.

Montmorency cherries are being labeled the new "Superfruit for 2008" rich in antioxidants and also contain Anthocyanins which help reduce inflammation and ease the pain of arthritis and gout. The cherries are also full of beta carotene (vitamin A), which helps promote better eyesight and healthy skin. In addition, Montmorency cherries are a natural source of melatonin, a potent antioxidant helping regulate circadian rhythms and sleep patterns.

The suggested retail price for the 10.5 ounce bottle is \$2.99.

Gluten Free & Fabulous Introduces New Gluten Free Foods

Popular gluten free food line, Gluten Free & Fabulous®, announced that 2008 will be full of great tasting new products and increased distribution for its growing selection of sweet and savory gluten free foods. Simultaneously, Gluten Free & Fabulous is also launching an all-new packaging redesign, which will allow consumers to see the delectable offerings within the package.

Innovation and excitement in 2008 does not stop with a facelift, though. The brand has announced the introduction of new food products to its line, including moist and fudgy Brownie Bites, rich Butterscotch Cookie Bites and buttery Shortbread Cookie Bites.

Additionally, Gluten Free & Fabulous is also launching Quinoa with Marinara Sauce, which is a favorite of kids and parents alike that is perfect for serving at dinner to the whole family. Lastly, Gluten Free & Fabulous is pleased to launch three delicious gluten free pizza products to the marketplace, including cheese pizza and pepperoni pizza which,



when baked, combine delicious, soft chewy crusts with savory sauce and pure cheese. Gluten Free and Fabulous will also be offering plain pizza crusts so consumers can make their own pizza creations!

These new products will join the existing Gluten Free and Fabulous line, including Macaroni & Cheese, Chocolate Chip Cookie Bites and Sweet Savory bites, which have gained recognition with consumers nationwide.

"We were thrilled to see our ini-

tial products so well received in the marketplace, yet we recognized there was still immense opportunity for quality gluten-free foods that taste great," said Shari Cole, Vice President of Marketing and co-founder of Gluten Free & Fabulous. "With that said, we're excited to add to our product line now with an assortment of delicious new products that range from filling meals such as Quinoa with Marinara and remarkable pizzas, to delicious cookie and brownie snack bites."

Ready to Serve in 10 Minutes

All Natural Skillet Meals Featuring Chicken & Shrimp

Putney Pasta, the pasta brand known for its inventive recipes and quality ingredients, has announced a restaurant quality line of all-natural Skillet Meals, the first all-natural Skillet Meal line with chicken and shrimp on the market.

This new line features four distinct complete meals, each of which serves two and is easily prepared in a skillet in under 10 minutes:

- **Shrimp Scampi** - with penne pasta in a white wine and garlic sauce
- **Shrimp Pesto** - with cavatappi pasta, garden peas and tomatoes in a creamy pesto sauce
- **Chicken Alfredo** - with tricolor rotini pasta and broccoli in a creamy parmesan sauce

- **Chicken Piccata** - with penne pasta, artichokes and capers in a white wine and lemon sauce

The two shrimp dishes are prepared with shrimp which is completely free of artificial ingredients and preservatives such as sulphites and sodium tripolyphosphate. The chicken dishes are prepared with all-natural chicken, which are raised without added hormones or antibiotics and fed a 100% vegetarian diet. Combined with pasta and other natural ingredients, the chicken and shrimp pieces are masterfully "enrobed" with delicate sauces to retain the natural moisture, flavors and textures and to melt in perfect proportion as if freshly created by a fine restaurant.



Putney Pasta's new Skillet Meals serve two and will retail at a suggested retail price of \$8.99 to \$10.99.

Sabra Introduces New Line Made With Fresh Vegetables

Sabra, a leading manufacturer of Mediterranean dips and spreads, has created a new line - Sabra Mediterranean Garden Varieties. The line currently has three offerings that are all natural - Premium Mediterranean Salsa in original and zesty varieties, and Sautéed Mediterranean Vegetables.

"Delicious vegetable dishes are used throughout Mediterranean

to complement dips and spreads. When we created Sabra's Mediterranean Garden Varieties, we knew that authentic recipes, the highest quality ingredients and a slow simmer process would insure a delicious product that consumers will want to include in their entertaining spreads or as an option for a light lunch with pasta," said Rodrigo Troni, CMO of Sabra.

Made from a delicious blend of fresh vegetables, herbs and spices, Sabra's Mediterranean Garden Varieties are simmered to perfection. Sold in a new square container, the dips have a premium look and are easy to pour. Healthy and delicious, they are perfect for spreading, dipping or eating alone. Sabra's products are available nationwide.



Pastor Chuck Orchards Adds Apple Salsa

Pastor Chuck Orchards, a Portland, ME-based specialty food company has introduced a unique, all natural product - Apple Salsa - to its growing line of products. This innovative, kosher certified apple salsa has become an instant hit among health conscious consumers and people who simply appreciate and enjoy quality food.

"Salsas in general and fruit-based salsas in particular are gaining in popularity throughout the United States," said Waite Maclin, founder of Pastor Chuck Orchards. "But, we noticed a void when it came to apple-based salsa. We started experimenting in the kitchen, and our creativity and initiative paid off in the form of a healthy product that people absolutely love."

Made from Maine apples, Pastor Chuck's Apple Salsa comes from a special recipe that uses the finest natural ingredients to create its delicious taste, which strikes a balance between sweet fruit flavor and the traditional salsa experience. Perfect as a snack or appetizer, it is a savory complement to chips, tacos, salads, and more.

