



Bits & Pieces

Increased Production Expands Dried Vegetable Line

Graceland Fruit has recently increased capacity by more than 40 percent, bringing a new dryer online and completing a four-year expansion project at the Forrester Road plant. With the additional capacity, Graceland is increasing production of its infused dried vegetables, which retain a texture and taste similar to fresh through a patented process that results in superior rehydration and cooking performance.

"These vegetables have the same rehydration time as more expensive freeze-dried vegetables but better color, texture and flavor scores," said Graceland Vice President Dr. Nirmal Sinha, director of the company's innovative research and development team. "They can be microwaved, sautéed and prepared in a variety of ways."

The line includes broccoli, carrots, celery, sweet corn, green peas, and red and green peppers. The ingredients add savory, all-natural flavor and healthy variety to a wide range of consumer products such as baked goods (bagels, specialty artisan breads and corn bread), pasta dinners, complete and add-to meals, shelf-stable home meal replacements, side dishes, snacks and trail mixes.

Graceland's expansion is also being tapped to increase production capacity and speed delivery

of popular product lines such as infused dried cranberries. It also permits Graceland to expand relationships with growers and provide stronger product assurances to manufacturers.

"These vegetables have the same rehydration time as more expensive freeze-dried vegetables but better color, texture and flavor scores."

"Graceland Fruit is securing ever-increasing supplies of raw fruits and vegetables to meet the needs of food manufacturers," said President and Chief Executive Officer Don Nugent. "With the expanded capacity and grower commitments, Graceland can assure reliable volumes of infused fruit and vegetable ingredients from field to consumer."

The project also added 46,000 square feet of warehouse and manufacturing space as well as additional infrastructure improvements to the Graceland facility.



Graceland Fruit Introduces Cranberry Select Dried Fruit

In today's difficult economic times, consumers are looking for quality products at a reasonable cost. Graceland Fruit has developed a new infused dried fruit ingredient, Cranberry Select, that features the look and taste of traditional infused dried cranberries, while meeting high quality standards at an attractive price.

"Cranberry Select was developed in response to consumer demand for a nutritious cranberry product that is value-priced," explained Brent Bradley, vice president of sales and marketing. "This product

delivers that lower-cost solution while maintaining the superior quality, health benefits and taste that our customers expect."

Prepared in compliance with good manufacturing practices, Cranberry Select begins with quality, graded cranberries, infused with natural ingredients and dried to a specified moisture range. Cranberry Select is suitable for applications such as cereals, breakfast bars, muffin and cookie mixes, trail mixes and repackaged products. It is Kosher certifiable and has an extended shelf life.

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



flavor focus

Cranberry Select

Graceland Fruit's new Cranberry Select is a quality product offering a low-cost solution to high cranberry prices. Ingredients include cranberry, sugar, topically applied sunflower oil, fruit concentrate (elderberry and/or cherry juice concentrate), and citric acid. The finished dried fruit undergoes rigorous quality testing before packaging.

With the typical color and flavor of traditional sweetened dried

cranberries (SDC), Cranberry Select is offered in several piece sizes including standard SDC, whole berry, and julienne sliced cut. The product is packaged in 25 lb. boxes.

For more information and samples, please call Customer Service at 1.800.352.7181 or visit Graceland online at www.gracelandfruit.com.



President's Message

Don Nugent, President & CEO

This year marks one of the major milestones in Graceland Fruit's history. We completed our four-year expansion project, increasing capacity by more than 40 percent, bringing a new dryer online, and adding 46,000 square feet of manufacturing and warehouse space. The expansion now allows us to produce new lines of infused dried vegetable ingredients, double our infused dried fruit production, and better meet growing consumer demand for healthy food products.

This is not only good news for Graceland and our customers, but is of note to the business world. Graceland Fruit is one of the bright spots in our industry as well as in the state of Michigan.

We recently visited with the editors of several national trade publications, along with several local and state news outlets, to share the good news about Graceland's expansion and the company's growing impact on Michigan agriculture. We focused attention on our continued success

in export markets and Graceland's new vegetable products and how the recent expansion allows for greater and faster production capacity.

Graceland Fruit is one of the bright spots in our industry as well as in the state of Michigan.

In other good news from Graceland, we recently announced the launch of our new Cranberry Select infused dried fruit. These

ingredients provide a delicious tasting

cranberry product at a lower price point than traditional sweetened dried cranberries. Graceland's newest vegetable product, Wild Veggie™, is taking Florida by storm, and moving into Georgia as a refreshing chilled soup offered on restaurant menus and in Whole Foods Market® stores.

As we move forward into the second half of 2009, we have much to be thankful for, and we can, perhaps cautiously but optimistically, look forward to continued momentum in the days ahead.

I hope that you will stop by our IFT booth #2259 to sample our newest products and to learn more about all of the exciting developments at Graceland Fruit.





Wild Veggie Introduced Throughout Florida and Georgia

The fresh taste of Wild Veggie™, the Souper Drink™, is getting the attention of retailers and consumers across the southeastern United States. Whole Foods Market stores across Florida and select restaurants in both Florida and Georgia are now offering the chilled soup as summer heats up North America.

"As a healthier alternative to many traditional soups, Wild Veggie is earning the attention of the food industry for its fresh flavor and nutritious appeal," explained Chris Walrad, national sales and marketing manager. "It's also earning the attention of consumers who are looking for healthier options in casual fast food environments."

First introduced to the United States in 2008 at select Whole Foods locations in Florida, Wild Veggie can now be found in every Whole Foods store across the Sunshine State, as well as at Green Day Café, a vegetarian restaurant in Orlando. Beginning in April 2009, Wild Veggie was introduced to the Atlanta area at Doc Green's Gourmet Salads and Grill.

"Wild Veggie is a great addition to Doc Green's

menu," said Walrad. "Doc Green's believes in variety, freshness, and giving customers the ability to be as healthy as they want to be. Wild Veggie provides an all-natural product as the perfect side to any of their signature salads and sandwiches."

Wild Veggie can be found in all four varieties at Whole Foods in Florida, and the broccoli, red bell pepper, and edamame varieties are being served at Doc Green's. "Doc Green's and Green Day Café serve Wild Veggie as a side item," explained Walrad. "All Whole Foods Market stores have it available in 16 and 32 ounce containers, and select stores offer self-serve options."

So far, response to the nutritious side item that can be served as either a hot or chilled soup or ingredient has been positive. "Sales are going really well at Doc Green's and Green Day Café," said Walrad. "As it's served as a chilled soup, we expect that the summer months will be a huge success."



Enthusiastic crowds recently sampled Wild Veggie, the Souper Drink, at the fourth annual Central Florida Earth Day, held in Orlando on May 2, 2009. The fresh tasting all-natural vegetable product is now available at all Florida Whole Foods Market stores as a prepackaged chilled

soup in the prepared foods refrigerated case, and also in Orlando, Naples and Winter Park Whole Foods as a self-serve item. It is also available on the menu at Green Day Café in Orlando, as well as Doc Green's in Atlanta, Georgia.

Earth Day 2009





Extraordinary Fruit & Vegetable Ingredients

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Visit us
at IFT!
Booth #2259
June 6-9



Please visit us at IFT,
BOOTH #2259,
to learn more.

Graceland Fruit will once again be at the largest annual food science forum and expo in the world – introducing our newest vegetable ingredients at the Institute of Food Technologists Annual Meeting & Food Expo. Graceland will join upwards of 20,000 food scientists, suppliers, marketers, and others from around the globe at this year's event June 6-9, in Anaheim, California as it showcases its new vegetable offerings and features traditional favorites such as cherries, blueberries and cranberries.

As Graceland has recently increased capacity, it can now produce larger volumes of popular products such as cranberries, as well as respond to consumer demand for its new infused dried vegetable ingredients such as broccoli florets, cubed carrots, and sweet whole kernel corn.

GRACELAND'S TRADE SHOW CALENDAR

IFT

Anaheim, CA • June 6-9, 2009

Taipei International Food Show

Taipei, Taiwan • June 23-26, 2009

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Mexico City, Mexico
Sept. 30-Oct 2, 2009

Health Ingredients Japan

Tokyo, Japan • Oct. 14-16, 2009

Food Ingredients Europe

Frankfurt, Germany
Nov. 17-19, 2009