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Gen Z Food Preferences

The shift to healthier foods is not new to Generation Z (born between 1997-2012) as health & wellness have always played a role in their food choices. In addition to health, convenience and social media are essential to Gen Z's food choices.

During COVID, Generation Z has had no problem shifting to primarily online shopping for groceries and restaurant orders (thanks to their sharp tech skills.) Not only was it safer to have groceries and meals delivered to the front door, but also more convenient.

A survey conducted by the [American Egg Board](#) (their website is really fun, check it out!) found a tie between the microwave and the stove for the most-used appliances as a convenient way to prepare meals and snacks.

- **40%** of Gen Z consumers reported convenience as an important characteristic in the food they purchase and prepare. Although previously not a fan of frozen food, Gen Z relied more on frozen food for its ready-in-minutes appeal and easy preparation.
- **65%** of Gen Z want a more "plant-forward" diet.
- **79%** are willing to eat meatless meals a couple of times a week - hello **infused dried fruits!**
- **50%** of Gen Z'ers are willing to pay more for foods that are perceived as healthier, compared to 32% of Millennials.

**Tufts Nutrition Report*

Gen Z typically prefers fresh and wholesome foods but above all they want their food to have "fresh components" and are more likely to embrace "flexitarian dining" with vegetables as the main dish paired with complementary protein. Unlike other generations, Gen Z consumers integrate vegetarian options into their diet without fully committing to a vegetarian/vegan diet.

Snacking is another prominent theme in Gen Z's eating habits. School-aged members of this generation get about 25 minutes for lunch.

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Wisconsin Remains the #1 Cranberry Producing Region in the World

As we get closer to this year's cranberry harvest, Wisconsin continues to lead the world in cranberry production.

By the end of the school day, they are hungry and rely on snacks to hold them over until dinner. Some are athletes or involved with other after-school activities, which can push back dinner times, making snacking after school even more important.

The COVID pandemic only magnified Gen Z's snacking habits, as members from this generation reached for snack food while they virtually attended school or worked remotely. Generation Z is very active on social media and posts everything from life updates, accomplishments, experiences, and food. Gen Z uses the phrase, "the camera eats first," to take photogenic pictures of their food and post them to their Instagram story/feed, usually tagging the location of where they ate, which their followers can see.

Health, convenience, and social media are the most important roles in Gen Z's food choices. Food manufacturers can cater to Gen Z's needs by creating healthy, convenient snacks and meal options and use social media to interact with their target market.

The U.S. [Cranberry Marketing Committee](#) expects more than 8 million barrels (1 barrel = 100 pounds) of cranberries to be produced worldwide. More than half of that, 4.7 million barrels, will come from Wisconsin. The cranberry industry generates about \$1 billion in economic activity around the state. This will be the 27th year that Wisconsin has led the nation in cranberry production. Massachusetts is the second-largest cranberry producer, followed by Oregon and New Jersey.

Dubai-based Company Wants to Revolutionize Ports

Shipping ports, logistics, and container availability remain a headache for us manufacturers. In Dubai's Jebel Ali port, new technology is being tested that aims to speed up, improve, and automate the way shipping containers are stored, moved, and shipped.

"BoxBay" is a storage system that stacks shipping containers 11 stories high in a steel frame. Typically, at major ports, containers are piled on top of each other six or seven high, waiting to be moved onto ships by cranes. BoxBay allows cranes to pick up containers without needing to reshuffle the ones above, saving time (60-70% of time), space (occupying less than a third of the space usually taken up by containers at a terminal), and saving on maintenance costs and labor as it requires fewer people to operate.

BoxBay's pilot project in Dubai continues to show encouraging results. Let's keep our fingers crossed!



Ingredient Spotlight: Wild Blueberries

August is here (wow, summer has flown by) and that means it's time for wild blueberry harvest!

One of three fruits native to North America, wild blueberries grow on barrens in Maine, Atlantic Canada, and Quebec. They thrive on rocky slopes and cold climates, which yields a smaller berry with a sweet-tangy taste and higher antioxidant levels than cultivated blueberries.

Our wild blueberries are harvested during peak season (right now!) by hand and machine. State-of-the-art technology is used to clean, inspect, sort, and freeze the fruit, all within hours of being picked. Next stop: into your granola bar, cereal, or trail mix!

Are you looking for a way to heighten your customer's snacking experience? Choose wild blueberries, just as nutritious as they are delicious. Graceland Fruit **infused dried wild blueberries** deliver texture, sweetness, and color to a variety of **applications**. This small but mighty berry is nutrient packed and has numerous **health benefits**, including:

- Protecting against inflammation
- Promoting heart health
- Boosting brain function
- Improving mood

What are you waiting for? **Talk with our experts** today about our wildly popular **infused dried wild blueberries**.

Resources: [Wild Blueberries](#), [Wild Blueberry Producers of Nova Scotia](#), [Canadian Wild Blueberries](#)

Application of the Month: Cereals

We've come a long way since the Cornflake days. Today, the global breakfast cereal market is forecast to grow to nearly \$60 billion in 2021 and will reach \$75 billion by 2025. The ready-to-eat breakfast category of cereal has surged on demand thanks to the COVID-19 pandemic as people worked at home and students learned virtually. While consumers still love classic cereals such as Frosted Mini Wheats, Cocoa Puffs, and Frosted Flakes, better-for-you breakfast cereals are increasing in popularity as the pandemic shifted our focus on healthier food options.

A great way to add an extra boost of nutrition is to include Graceland Fruit's premium infused dried fruits into your cereal, oatmeal, or granola product line. Our infused dried fruits deliver vibrant color, distinctive texture, and top-tier nutrition. Infused dried fruits are always in season. Not only that, they are also easy to handle and store, reduce labor costs, offer extended shelf life, and can be precisely measured and mixed.

Graceland Fruit has an infused dried fruit for every hot or cold **cereal application**. Available in whole, sliced, precision diced, and bits, there's an infused dried fruit for every cereal! **Talk to our experts now.**

Frankfort, MI Fun Fact

Over a hundred years ago, a lavish hotel, The Royal Frontenac was built downtown on the shores of Lake Michigan “for the sole purpose of popularizing beautiful Frankfort.” The hotel attracted visitors from all over the country with passenger boats coming from Chicago, St. Louis, and by train from Toledo, Ann Arbor, and Detroit.

Unfortunately, The Royal Frontenac burned to the ground during a mysterious fire in 1912. To this day, no one knows who or what started the fire, and for over half a century, the area where the Frontenac once stood remained vacant.

Today, the site is home to [Harbor Lights Resort](#) and continues to draw in visitors from all over the country, thanks to its Lake Michigan beach access, downtown location, and picturesque sunsets.

Frankfort, the hometown of Graceland Fruit, is home to just over 1,000 year-round residents. Graceland Fruit is the largest employer in Frankfort and has been supporting the local community since 1973.

What’s New at Graceland Fruit

Graceland Fruit welcomes new Logistics Manager, Keith Kostelnik who brings a strong background in logistics to the company.



Keith has over 30 years of manufacturing operations and logistics experience, having held previous roles as a general manager, plant manager, quality manager, and lean manufacturing manager. He has worked at Tier 1 suppliers that provide automotive components and various assemblies to GM, Ford, FCA, Caterpillar, Volvo, Toyota, and Deere Hitachi. Over the years, Keith has conducted business in New Zealand, Australia, Spain, Mexico, Germany, and the UK.

Keith earned his bachelor’s degree from the University of Michigan in 1985 and strengthened his training at North Carolina State University where he earned Six Sigma certifications including Green, Black, and Master Black Belt levels. With this experience, Keith has led and successfully implemented several continuous improvement projects that have greatly enhanced the efficient operations of several areas including shipping and receiving docks, inventory replenishment systems, warehouse management systems, and procurement programs. Keith has also been involved in various programs that have focused on improving OEE metrics (Overall Equipment Effectiveness).

Keith has three children and is a proud Grandpa to five grandchildren. He is an avid golfer, loves being on the water, traveling, fishing, and scuba diving occasionally in the Caribbean. He follows all his favorite sports teams from his hometown of Chicago. Keith is very excited about his opportunity at Graceland Fruit and we are excited to have him!



We deliver *delight.*

Graceland Fruit, Inc. is a leading producer and global distributor of premium quality dried fruit ingredients for the food industry. Our exceptional product and service performance make it easy for innovative food manufacturers and providers to create delicious, on-trend products to surprise and delight their consumers.

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