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PRESS RELEASE

FruitSmart™ showcases the health benefits of fruit at SupplySide West

New beverage concepts combine functionality with taste

FruitSmart™ will showcase two novel fruit beverage concepts at SupplySide West. Created from premium cold-pressed fruit-based ingredients, and blended with botanicals and macronutrients such as protein, they will demonstrate how fruit juice is an excellent carrier for both taste and functionality.

Depending on the fruit used, juice can provide a wide range of important nutrients, including antioxidants and polyphenols. FruitSmart's new beverage concepts illustrate how brands can leverage the natural benefits of high-quality fruit-based drinks as part of a healthy, balanced diet.

Visitors to FruitSmart's booth (#2241) at SupplySide West (2-3 November, Las Vegas) will be able to sample:

- A raspberry protein and fiber drink blending red raspberry, apple, pear, and elderberry juice with pea protein and apple fiber. This creates a great-tasting product that provides satiety, immunity and gut-health benefits, alongside better blood glucose control and optimal fructose absorption in the small intestine.
- A super-fruits beverage – made from dark sweet cherry, blueberry, raspberry, and elderberry juice, with extract of turmeric, ginger, acai and vanilla, it's rich in both flavor and micronutrients, including antioxidants and polyphenols.

Wayne Lutomski, President of FruitSmart, said: "Our new fruit beverage concepts show how brands can develop exciting products that are a welcome addition to any healthy diet. Yes, it contains sugar, but look at the friends that fruit can bring to the party – polyphenols, antioxidants, vitamins A and C, folate, and essential minerals such as potassium, calcium, iron, magnesium, and sodium. Fruit's intrinsic health and wellness benefits can be further enhanced by adding other nutrients, such as fiber, protein, and botanicals. And of course it delivers amazing taste!"

FruitSmart will also invite visitors to try two functional food concepts at SupplySide West:

- A Cranberry Biscotti coated with a cranberry fiber and white chocolate mix, and containing FruitSmart's cranberry pieces, cranberry powder and cranberry juice concentrate
- Protein Bites made with FruitSmart's blueberry pieces, blueberry fiber and dark sweet cherry juice concentrate and containing 10g of pea protein. They combine excellent texture with good moisture retention and allow dual health claims, as well as tasting great.

For more information, contact:

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About FruitSmart™

FruitSmart specializes in premium, high-quality, fruit-based juices and ingredients. With roots in the food processing industry that go back to 1982, it has decades of experience. Today it has a 13-acre fruit and vegetable processing plant in Grandview Washington, while its 19-acre Prosser campus includes facilities for dry ingredient processing and freezing. Offering a wide variety of juices, purees, concentrates, essences, fibers, seeds, seed oils and seed powders, FruitSmart takes great pride in developing solutions for manufacturers and using fruit in new and novel ways.