



FOR IMMEDIATE RELEASE

New Cranberry Orchard Medley Delivers Delicious Convenience beyond the Holidays

This versatile cranberry compote is at home as a side dish, a condiment or topping

SALEM, Ore. – October 13, 2010 – Truitt Bros., an innovator in food processing and champion for Northwest sustainable agriculture, is introducing its new Cranberry Orchard Medley just in time for fall inspired meals and holiday feasts.

Each 16-ounce shelf-stable pouch pack of Cranberry Orchard Medley is loaded with Oregon-grown cranberries, Washington-grown Fuji apples, oranges, a blend of spices and just a touch of cane sugar, making this versatile product equally at home on the plate next to the turkey, as it is spooned over ice cream or a stack of pancakes.

Chock full of antioxidants and vibrant fresh flavors, there's no limit to the array of uses for this easy-to-use specialty item. Serve it with chicken, pork or roasted root vegetables. Slather it on a turkey melt. Stir it into yogurt or braised red cabbage.

The Oregon-grown cranberries in Truitt Bros' new all-natural Cranberry Orchard Medley are among the brightest juiciest, sweetest berries on the market – and they go one better. Grown by Clearwater Cranberries, a collaborative of farming families on Oregon's South Coast, these superior berries are tended and harvested in a sustainable manner that protects and preserves the environment and the future of these family farms.

"Our Cranberry Orchard Medley not only tastes great, but it demonstrates our commitment to responsible food sourcing practices that support the well being of our customers, the local economy and the environment," said Peter Truitt, co-founder of Truitt Bros.

Cranberry Orchard Medley is also prepared in Truitt's Salem-based company's Food Alliance certified processing facility. There, the handy pouches are thermally sterilized. This method, combined with a low profile package, allows for a much shorter sterilization time than traditional jarred or canned food, ensuring that the food is nutritious and safe without sacrificing flavor and eliminating the need for additives and preservatives traditionally used to extend shelf life. Because they can be held at room temperature until they are opened, Truitt Bros' flexible pouches free up precious holiday refrigerator and freezer space.

Look for the vivid red pouches of Cranberry Orchard Medley beginning this month in the produce department at C & K Markets, Ray's Food Place, New Seasons Markets, and other fine retailers. (MSRP \$3.99)



About Truitt Bros., Inc. | www.truittbros.com

Co-founded and operated by brothers David and Peter Truitt, Truitt Bros. is a third-generation family-owned food processor with operations in Salem, Oregon and East Bernstad, Kentucky. Leaders in bringing quality and innovation to the industry since 1973, the company provides shelf-stable products for a wide variety of establishments, from restaurants and businesses to healthcare facilities and grocery retailers. As part of their commitment to preservation of natural resources, as well as positive employee relations and environmentally responsible manufacturing practices, Truitt Bros. became the first food processor in the country to earn Food Alliance certification in May of 2006. In 2010, the company was recognized as one of Oregon's leaders in sustainable approaches to business and honored by Governor Kulongowski with an Oregon Sustainability Award.

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