



FOR IMMEDIATE RELEASE

Good Things Come in Small Pouches

Truitt Brothers Custom Pouch Processing Preserves Food Flavor and Nutrition, and the Environment

SALEM, Ore. – *March 1, 2010* – For more than three decades, national brands and private label food manufacturers have turned to Truitt Brothers for their experience in custom, shelf-stable food processing and packing. In response to continuous advances in food and ingredient processing and packaging, Truitt Brothers has embraced modern, eco-friendly pouch processing, and become the partner of choice for Peter Rabbit™ Organics and Sprout™ Foods, two companies who recently introduced baby and toddler foods in BPA-free plastic and foil pouch styles to the retail market.

Truitt Brothers' Oregon processing facility is Food Alliance, USDA Organic and Kosher-certified and has the capacity and capabilities to fill pouches in retail-friendly sizes, ranging from two- to 19-ounces. Not only do portable, flexible pouches keep light and air out more effectively than glass or cans, they preserve natural flavors, freshness and the nutritional integrity of what is carefully placed inside. Lightweight pouches also protect the environment by reducing the impact on the energy and supply chain—all attributes that food product companies and consumers actively seek when making smart food purchases.

“Over the course of their life cycle, pouches use fewer fossil fuels to produce than traditional packaging, take less landfill space and require a fraction of the space and shipping infrastructure of glass,” said Peter Truitt, co-founder of Truitt Brothers.

For on-the-go consumers, pouches are easy to store, pack and carry. The fitment and Guala style pouches are resealable and can be tossed into a pantry, lunchbox or diaper bag without concern for breakage or leakage. The unique pouches are thermally sterilized using a process similar to canning. This method allows for a much shorter cooking 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.

Flexible pouches offer flexible storage options too. They can be held at room temperature until they are used, freeing up space in the refrigerator or freezer. Unopened pouches are sterile and safe, and can be returned to the shelf for later use even after being heated. Best of all, manufacturing technologies have ensured that the production and disposal of the pouches are both respectful of the environment and natural resources.

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

Operated by brothers David and Peter Truitt in Salem, Oregon, Truitt Bros. is a third-generation family-owned food processor. Leaders in bringing quality and innovation to the industry, Truitt Bros. provides shelf stable products for a wide variety of establishments, from restaurants and businesses to health care and retailers. As part of their commitment to preservation of wildlife and natural resource, as well as positive employee relations and sound manufacturing practices, Truitt Bros. became the first food processor in the country to earn Food Alliance certification in May of 2006. For more information about Food Alliance certification, visit www.foodalliance.org.

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