



Giumarra

Feeding the world in a healthy way.™

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2009 NEW ZEALAND APPLE CROP PRODUCES LARGE, HIGH QUALITY FRUIT

Giumarra of Wenatchee delivers full apple lineup

LOS ANGELES – May 4, 2009 – Giumarra of Wenatchee’s New Zealand Royal Gala apples have arrived, and the fruit quality is outstanding. After a short crop in 2008 due to severe frosts, this year’s crop has rebounded nicely with a full crop of larger-sized fruit.

“A vintage growing season throughout spring and summer has produced one of the cleanest crops in many years. Pressures are excellent and brix levels are very high,” says Tom Richardson, Division Head of Giumarra Wenatchee.

Royal Galas are now available. By early May, other varieties such as Braeburn and Eve™ will arrive, followed closely by Granny Smith, Tentation® and Fuji by the end of May.

“We are always excited to see this new crop fruit arriving to market and love being able to deliver an apple that exceeds the customer and consumer expectation in terms of a remarkable eating experience,” says Richardson.

Giumarra is proud to be one of just two receivers in the U.S. who can provide Tentation®, a sweet-tasting Grifer-Golden Delicious cross with golden yellow skin and a yellow orange blush. Giumarra is also pleased to offer Eve™, exclusive to Heartland Fruit NZ Ltd., in limited volumes. This variety is known for its fire-red color and pure white flesh that tastes both sweet and tart.

A full line of pears from New Zealand is also available starting with arrivals in early May. Varieties include Beurre Bosc, Taylor Gold and Doyenne du Comice. For more information, please contact the Giumarra of Wenatchee sales team at 509.663.4409.

About The Giumarra Companies

The Giumarra Companies is a leading international network of fresh produce growers, distributors and marketers that encompasses a world of freshness. Since its inception in 1922, the Giumarra group of companies has taken pride in a longstanding commitment and tradition of quality, reliability and innovation to feed the world in a healthy way. For more information visit: www.giumarra.com.

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