



Giumarra

Feeding the world in a healthy way.™

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CONTACT:

The Giumarra Companies

Megan Schulz

Tel: 213.627.2900

E-mail: mschulz@giumarra.com

Web: www.giumarra.com

GIUMARRA CONDUCTS FLAVOR TESTING FOR TREEFRUIT, SUPPORTS LOCAL FOOD BANKS

LOS ANGELES – September 8, 2009 – On Tuesday, August 25, the Giumarra Companies partnered with Bally's Total Fitness to sample peaches at the Bally's club location at Blackstone & Shaw in Fresno, Calif. Giumarra gave \$10 to Bally's for every person who participated in the sampling. The resulting funds were donated to Feeding America.

Bally's will be giving \$1,000 to Feeding America and local food banks in the Fresno area. Giumarra is a fundraising partner with Feeding America.

"Giumarra under our Nature's Partner® brand is always focused on providing the consumer with the best-tasting piece of fruit we can offer. We always like to test different varieties and growing methods to see which are preferred," says Hillary Brick, Senior V.P. Marketing for Giumarra.

"Bally's was kind enough to allow us to sample at their facility, a great venue where the clientele is so health conscious. And they were very generous in donating the \$1,000 from participants to Feeding America and local food banks," she says.

One hundred people participated in the sampling, which was conducted in the morning and evening. The audience ranged in age from 18 – 65, with the vast majority aged 18 – 34 years old. The testing group was half men and half women. The testers were enthusiastic and interested in trying nutritious fruit. The peaches were grown by Giumarra's growers in Reedley, Calif.

"The venue for testing peaches could not have been better! The managers at Bally's Total Fitness went out of their way to accommodate us at their facility. Not only did they let us have use of the high-traffic lobby, but they also encouraged their clientele to come and try the peaches just as they, themselves had done," says Pattie Moon, research facilitator at the event.

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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