



Giumarra

Feeding the world in a healthy way.™

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GIUMARRA DEBUTS NEW APPLE VARIETY, ADDS NEW HIRE

LOS ANGELES – May 26, 2010 – Giumarra Wenatchee is pleased to introduce a new apple variety, Divine®, to its lineup of New Zealand pipfruit. Divine® is a disease-resistant Golden Delicious-Grive Rouge cross breed grown by Heartland Fruit NZ Ltd.

This variety was developed in Delbard Nurseries, France. It has a crisp, juicy texture and sweet, strong flavor. It is full red in appearance and medium to large in size. This is the first production from the Southern Hemisphere, and the first time the variety will be available commercially in North America. Over time, Divine® will also be available as an organic apple.

“Divine® is one of a new range of disease-resistant apple varieties coming out of New Zealand,” says Tom Richardson, Division Manager of Giumarra Wenatchee. “These varieties are the next step in highly sustainable apple production. We have sent samples to customers and have received an extremely positive response. Everyone loves this apple.”

Heartland Fruit NZ Ltd. is owned by four passionate apple and pear growers based in New Zealand who have a strong history of new variety development and orchard innovation. Giumarra and Heartland Fruit work closely together to introduce and promote these innovations to the U.S. market.

Giumarra Wenatchee also announces the addition of a new Sales Representative to its team, Brian Traum. He comes to Giumarra with experience in the food and beverage industry, most recently as the Director of Sales and Marketing for Saint Laurent Estate Winery, based in Wenatchee, Wash.

He graduated from California State University, Fullerton with a B.A. Business Administration and Marketing.

“We have seen steady growth in our business, and the addition of Mr. Traum will allow us to continue servicing our customers,” says Richardson.

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.