



Giumarra

Feeding the world in a healthy way.®

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GIUMARRA VBM EXPANDS EAST AND WEST COAST BERRY SALES

LOS ANGELES – January 10, 2011 – Giumarra VBM is pleased to announce the addition of two new hires to its sales team, Marco Nuques and Jon Palecko. Additionally, Giumarra VBM operations manager Ruth Campos-Martinez is joining the sales team.

Marco Nuques comes to Giumarra VBM from Global Pacific Produce, Inc., where he most recently served as trading manager. While at Global Pacific, he became familiar with Giumarra as one of its customers. He has 10 years experience in the produce industry and is now based out of Giumarra VBM's West Coast office in Vernon, Calif., managing key retail accounts and developing new business.

Ruth Campos-Martinez has worked in Giumarra VBM's West Coast office for three years, most recently as operations manager. She is now joining the sales team and will coordinate shipments and build relationships with new and existing customers.

Jon Palecko joins Giumarra VBM's East Coast sales team based in Avondale, Penn. He will develop retail accounts and help manage orders. He comes to Giumarra from Philip Rosenau Co., where he worked as a distributor sales representative. He also worked for the Oppenheimer Group as a quality control specialist from 2003 – 2006.

"As we continue to increase our grower base, we are also expanding our sales team to provide excellence service to our customers," says Stan Crafton, general manager of Giumarra VBM.

Giumarra VBM supplies blackberries, blueberries and raspberries to retail and foodservice customers year round.

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.

Vital Berry Marketing SA was established by a consortium of growers in 1989 and is now the largest exporter of blueberries from Chile. Vital Berry also has operations in Argentina and Mexico.

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