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NEW 'EVE' APPLE OF A TASTE OF THINGS TO COME

Giumarra and Luv'ya refresh the apple category by introducing a flavor-based program

LOS ANGELES, CA - May 18, 2006 – The LA-based Giumarra Companies and the New Zealand-based Luv'ya Apple Company have combined efforts to focus on a flavor-based apple program.

"Eve is a delicious improvement versus standard Braeburn and even the other high color Braeburn strains," said Tom Richardson, manager of Giumarra's Wenatchee division. "It has that tangy Braeburn flavor, but being slightly sweeter it is more suitable to the North American taste preference."

The drive to improve apple taste is taking place down under, where two of America's favorite apple varieties were created; the Braeburn and Gala. New Zealand orchardists on the Luv'ya team have spent the past five years developing new apple varieties that take flavor to a new level.

Even before a single seed is planted, the team has gone to great lengths to select an ideal climate for each apple variety. During the growth process the apples' sugar and acid levels are carefully monitored to ensure the proper harvest times so the apples are perfect examples of their varieties. The team has even gone so far as to develop a structured storage process to ensure a consistent, quality eating experience for the consumer.

The companies also support a strong and intensive research and development program. The program's newest variety, called 'Eve', is a strain of a red Braeburn and has a full (90-100%) red blush at maturity. The apple has a firm, crisp flesh and is sweeter than standard Braeburn. The company is also planning to introduce several new varieties, such as the 'Tentaion,' in coming seasons.

In fact, the team has been so successful with their flavor-based program that the 'Eve' apple has been selected as one of New Zealand's five icon foods for the New Zealand Masterclass. The program is an interactive workshop showcasing New Zealand's most successful and innovative food and beverage brands and products.

The 'Eve' apples will be available in volume this June through September.

About The Giumarra Companies

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

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