

# Sun Rich PRESS RELEASE

## Sun Rich Extends Preservative-Free Cut Fruit Shelf-Life and Launches New Brand Identities

June 14, 2012

Today Sun Rich Fresh Foods announced the shelf-life extension of their preservative-free fresh-cut fruit “Fruit al Fresco” portfolio to 14 days. With the strategic positioning of their multiple facilities across North America, Sun Rich now has the capability to service foodservice operators across the United States and Canada with preservative-free, fresh-cut fruit. While most preservative-free fresh-cut fruit has shelf-life of only six to eight days, Sun Rich employs a combination of technology and process improvements to optimize and extend preservative-free shelf-life to 14 days.

“We are pleased to be able to help foodservice operators across the continent meet the growing megatrend of making preservative-free fresh-cut fruit available on their menus” said Sun Rich VP of Sales & Marketing Cam Haygarth.

In concert with this milestone achievement for Sun Rich, the company is launching a broad rebranding campaign including a new corporate identity, new Fruit al Fresco brand identity and new corporate website ([www.sun-rich.com](http://www.sun-rich.com)).

“While we are proud of our heritage and the journey we have traveled to this point, we believe that the new brand better represents the safety, quality, freshness and convenience that we provide our many customers across North America. Further it is emblematic of the “Fresh Reach” with which we can service North America with high quality, preservative-free, fresh-cut fruit” according to Haygarth.

Implementation of the new brand identity will take place over the next 12 months.

**About Sun Rich Fresh Foods Inc.** – Sun Rich Fresh Foods provides high quality fresh-cut fruit to North American foodservice and retail customers through our network of state-of-the-art processing facilities in Vancouver BC, Los Angeles CA, Reading PA, and Toronto ON. Sun Rich Fresh Foods’ vision is “Healthy Eating Easy”. Our focus is fresh, high quality cut fruit; fruit is our passion and our expertise.

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