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OLD ORCHARD BRANDS INTRODUCES FIRST-EVER FRUIT & VEGGIE JUICE BLEND FROM FROZEN CONCENTRATE, OFFERING AN AFFORDABLE, PRESERVATIVE-FREE OPTION TO BOTTLED JUICE BLENDS

SPARTA, Mich., Sept. 25, 2013— No need to break the bank at juice bars for all-natural fresh fruit and veggie-blended juices. Today, leading juice manufacturer Old Orchard Brands launches *Fruit & Veggie*, a new line of 100 percent natural fruit and vegetable juice blends available for the first time as a frozen fruit juice concentrate. Each 12-ounce container reconstitutes to six, 8-ounce servings and every glass contains a full serving of both fruit and vegetables.

Available in Blueberry Pomegranate, Peach Mango and Strawberry Banana varieties, Old Orchard *Fruit & Veggie* has a suggested retail price of just \$1.47 per can and features no artificial colors, flavors or preservatives.

Combining vegetables such as carrots, sweet potatoes and beets with fruits like peaches, mangos and strawberries makes for a delicious refreshment that's appropriate as a better-for-you snack, too. In addition to providing a full serving of fruit and vegetables, each 8-ounce glass provides 100 percent of the daily value of vitamin C, 50% of the daily value of vitamin A and boosts of calcium and iron.

“Blended fruit and vegetable drinks represent a growing consumer trend, but, up to this point, it’s been available in primarily shelf-stable bottles or juice boxes,” said Mark Saur, founder and CEO of Old Orchard Brands. “We’re able to leverage the frozen environment to create a preservative-free, natural option that is affordable, easy to store and eco-friendly due to the small packaging footprint. We feel the value is unmatched, and we believe consumers will agree.”

Old Orchard fruit juice concentrates come in recyclable, lightweight plastic cans that are microwave safe, making thaw times a thing of the past.

Fruit & Veggie juice blends frozen concentrate can be found in the frozen juice aisle at Walmart and other leading retailers beginning this month.

About Old Orchard Brands

Sparta, Michigan based Old Orchard Brands is one of the fastest-growing fruit juice brands in the United States. Established in 1985, the company offers consumers 40 frozen concentrate flavors and 60 bottled varieties in a range of 100 percent fruit juices and blends, premium and organic juices, fruit juice cocktails and low-sugar fruit juice cocktails. The company is known for its innovative and value-added products that target the needs of today's health conscious consumers. For more about Old Orchard, visit www.oldorchard.com.

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