



## **Put Fruit First this Holiday Season with *Santa Cruz Organic*® Fruit Spreads**

*New flavors, Mango and Concord Grape, feature fruit and flavor you can feel good about*

CHICO, Calif. (Nov. XX, 2012) – This season make sure fruit is at the top of your list – it is on ours! The newest flavor additions to the **Santa Cruz Organic**® [Fruit Spread](#) line, Mango and Concord Grape, feature fruit as the first ingredient listed on each jar and are made with a home-style spreadable texture the whole family is sure to love. These delicious additions join the four existing organic flavors, Strawberry, Apricot, Seedless Red Raspberry and Blackberry Pomegranate, and are made without high fructose corn syrup, artificial ingredients or preservatives.

This holiday season, make **Santa Cruz Organic** Fruit Spreads a tasty addition to your holiday entertaining and gift baskets for friends and family.

- Festive Cheese Plate—Adorn an elegant cheese plate with Mango Fruit Spread. Include spiced nuts, dried fruits and antipasti to offer unique flavor pairings.
- Host/Hostess Gifts—Holiday parties can become a major undertaking. Thank the host with a breakfast basket for the morning following your get together. Include pancake mix, seasonal fruit, a pound of fresh roasted coffee beans, and an assortment of **Santa Cruz Organic** Fruit Spreads. The Fruit Spreads make an excellent pancake topping.

**Santa Cruz Organic** fruit spreads are available in 9.5-ounce crock-style glass jars at natural and traditional grocers nationwide for a suggested retail price of \$3.89 per jar.

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*As a pioneer organic brand, **Santa Cruz Organic**® was the first to have a wide range of organic, 100 percent juices and blends and the first juice processor to use all organic fruit sourced from growers certified by an independent, third-party certification organization. With a history of developing innovative products, **Santa Cruz Organic** currently offers more than 80 organic items ranging from organic fruit juices and sparkling beverages to organic fruit sauces, chocolate syrups, peanut butters and fruit spreads. Visit [www.santacruzorganic.com](http://www.santacruzorganic.com) or [www.facebook.com/santacruzorganic](http://www.facebook.com/santacruzorganic) for more information.*

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