

The Story of **FROZEN FOOD...** FROM FARM **TO TABLE**



HARVESTING

Expert farmers grow and harvest fruits and veggies at the height of ripeness when their taste, color, texture and nutritional value are at their peak. They're immediately taken to nearby plants to begin the freezing process that locks in all their flavor and nutrients.

WASHING AND BLANCHING

Fruits and veggies are washed to remove any dirt and bacteria then blanched and cooled to preserve their just-picked quality.

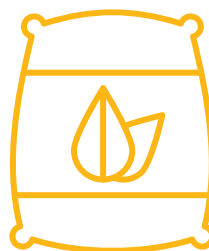


FLASH FREEZING

Freezing is the best known method of preserving food. Today's quick freezing process freezes foods in just minutes stopping the clock and preserving the nutritional value, freshness and flavor of their just-picked state.

PACKAGING

Fruits and veggies are packaged and shipped in freezer trucks to your grocery store just as tasty and fresh as the day they were picked.



AND
FINALLY...

ENJOYING AT HOME

Frozen fruits and veggies go from the freezer to your table in just minutes. You get to enjoy nutritious, quality fruits and veggies year-round!

It's real food... just frozen!

