



INGREDIENT  
TECHNOLOGY  
GROUP

Press Information

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*Contact:* Kayley Dempsey / Alison Owen

+44 (0) 161 925 4700

**OCEAN SPRAY AND ARTEMIS INTERNATIONAL ANNOUNCE STRATEGIC PARTNERSHIP**

Ocean Spray's Ingredient Technology Group (ITG) and Artemis International, a specialty provider of nutraceutical ingredients, have announced details of their strategic partnership. Specialists in phytonutrient ingredients for nutraceutical applications in the food, beverage, dietary supplement and pharmaceutical industries, Artemis will provide sales and marketing support to Ocean Spray's sale of cranberry powder and extract to nutraceutical manufacturers.

Tom Jones, Senior Manager, Business Development, Ocean Spray ITG commented: "We are thrilled that Artemis has agreed to team with Ocean Spray to combine product expertise and industry acumen to compete in the nutraceutical market. Artemis will play an essential role in supporting our existing customers and driving Ocean Spray's continued growth in this segment."

Jan Mills, CEO, Artemis International Inc added: "We are delighted to partner with Ocean Spray through this exciting opportunity. The company's rich heritage, commitment to quality and pioneering innovation will be a real asset to us in driving forward the commercial growth of cranberry-based nutritional products. We look forward to a successful partnership."

A leader in cranberry research for over 65 years, Ocean Spray continues to invest in science to support the role cranberry can play in whole-body health and wellness. The company's credentials are underpinned by the stringent quality controls that satisfy the Global Food Safety Initiative (GFSI), including recent certification by the Safe Quality Food Programme, awarded in recognition of Ocean Spray's comprehensive quality management systems in its dried cranberries manufacturing facilities.

**ENDS**

## **Editor's note**

### **About Ocean Spray**

Ocean Spray is an agricultural cooperative owned by more than 600 cranberry growers as well as more than 50 grapefruit growers. Ocean Spray is North America's leading producer of canned and bottled juices and juice drinks, and has been the best-selling brand name in the canned and bottled juice category since 1981. Ocean Spray posted fiscal 2010 sales of \$2.0 billion. Ocean Spray's Ingredient Technology Group (ITG) sells cranberry concentrate worldwide, and offers an extensive portfolio of other fruit ingredients including sweetened dried cranberries, BerryFusions® Fruits, cranberry powders and purée – with total annual sales of approximately \$143 million.

### **About Artemis International**

Artemis International, Inc is a leading provider of nutraceutical ingredients, fruit fibers, powders and concentrates for use in the food, beverage and dietary supplement industries. One of Artemis' key focuses is in dark pigmented berries, high in anthocyanins and phenolic compounds known to possess health properties.

For further information on how cranberries can be used in your products, please contact:

Tom Jones, Senior Manager, Business Development, Ingredient Technology Group

Ocean Spray Cranberries Inc., Tel: 508-946-7606, E-mail: [tjones@oceanspray.com](mailto:tjones@oceanspray.com)

Or visit: [www.oceansprayitg.com](http://www.oceansprayitg.com)

For press information, please contact: Kayley Dempsey / Alison Owen

Barrett Dixon Bell, Craig Court, 25 Hale Road, Altrincham, Cheshire, WA14 2EY, UK.

Tel: +44 161 925 4700 Fax: +44 161 925 4701

E-mail: [kayley@bdb.co.uk](mailto:kayley@bdb.co.uk) / [alison@bdb.co.uk](mailto:alison@bdb.co.uk)

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