



INGREDIENT
TECHNOLOGY
GROUP

Press Information

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A WINDOW INTO THE WORLD OF CRANBERRY

Ocean Spray's Ingredient Technology Group is launching its first ever blog, designed to keep customers and members of the food industry up-to-date with the latest company news, events and industry opinions.

Hosted in company website news – www.oceansprayitg.com/blog/ – the blog is now live and will be regularly updated to provide the online community with fresh and exciting content.

The blog offers an invaluable insight into the variety of markets Ocean Spray serves. From research and development news and the latest health research, to local geographical trends and updates from the regional representatives – the blog has been created to share Ocean Spray's vast market knowledge and applications expertise in food, beverage and nutraceutical segments.

Marion Burton, marketing manager, Ocean Spray ITG, commented: "We are delighted to launch a company blog for the ingredients industry. Ocean Spray has always been at the forefront of the industry and it's time we fully engage with the online community by sharing our long-standing expertise. We hope to attract regular visitors to our blog pages and aim to continue improving and growing our online presence."

A user-friendly format and engaging tone makes it easy and enjoyable for all visitors to keep abreast of the company developments. The blog will also highlight regional news, giving voice to Ocean Spray's network of agents across the globe.

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Editor's note:

Ocean Spray ITG is part of Ocean Spray. Ocean Spray in the US currently ranks as one of the top 50 food and beverage companies. In Europe, combined sales of branded products and ITG ingredients have topped \$100 million. Ocean Spray ITG offers an extensive portfolio of fruit ingredients including sweetened dried cranberries, BerryFusions[®] Fruits, cranberry powders, concentrate and purée – all available year round.

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

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