



INGREDIENT
TECHNOLOGY
GROUP

Press Information

Date: 22 February 2011

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OCEAN SPRAY® ITG'S BERRYFUSIONS® FRUITS BOOST ITALIAN CONFECTIONER'S

CANTUCCINI

Italian confectionery brand Falcone Dolciaria has extended its cantuccini range with a new cranberry variety of the well known Italian biscuit. The family owned brand has developed the Cantuccini d'Abruzzo product with Ocean Spray Ingredient Technology Group's (ITG) raspberry flavour BerryFusions® Fruits to create a modern fusion of classic biscuit with high quality dried fruit. Cantuccini, made originally with almond, form a large part of Italian culture and are enjoyed with coffee both in Italy and abroad.

Falcone Dolciaria is well respected for its family driven values and has been making Italian pastry, snacks, cakes, as well as the famous Cantucci d'Abruzzo, since 1997. Building on the success of the original almond cantuccini and the chocolate chip variety, the new raspberry flavour cantuccini adds a modern twist to the traditional product with its vibrant colour and taste.

"Raspberry flavour BerryFusions® Fruits add a new dimension to cantucci", comments Carlandrea Falcone, president of umbrella company Pescaradolc s.r.l. "They provide colour and texture and consumers love the new variety. Cantucci have long been associated with Italian culture and this innovative new product encapsulates tradition while drawing on modern influences. Consumers also appreciate the 'Made in Italy' label as Italy is recognised worldwide as a leader in fine food products."

Marion Burton, marketing manager for Ocean Spray ITG adds, "This new success story really does show the versatility of BerryFusions® Fruits flavoured dried cranberries, which are ideal for the cantucci as they hold the colour and raspberry flavour well. BerryFusions® Fruits are available in

several different flavours and are suitable for a number of different applications. We are proud to provide our cranberry products for the Falcone Dolciaria brand and we are excited to be part of this innovative new line.”

BerryFusions® Fruits offer manufacturers an innovative way of including fruit in their products without colour bleed, piece degradation or moisture migration. These dried fruit pieces are highly process tolerant and offer a cost effective solution to fruit additions in a number of different products, for example baked goods and confectionery. BerryFusions® Fruits include flavours that traditionally present difficulties for manufacturers, such as raspberry, strawberry, blueberry and orange.

ENDS

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 and purée – all available year round.

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

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