



INGREDIENT
TECHNOLOGY
GROUP

Press Information

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DRINKS MANUFACTURERS BENEFIT FROM CRANBERRY CONCENTRATE PRICING

Ocean Spray is announcing the next online auction for the sale of its cranberry concentrate, due to take place on July 28, 2010. Bidders will be able to contract for cranberry concentrate at fixed prices for extended periods of time, enabling companies to benefit from the current low pricing for cranberry concentrate. Interested bidders can find out more and register at www.cranberryauction.info.

Beverage manufacturers can also visit the Ocean Spray booth at the DrinksIngredients virtual event on May 27, 2010. Attendees will see short videos about the auction process, cranberry crop and cranberry processing quality, and will be able to download information about Ocean Spray's ingredients for beverage applications. Ocean Spray staff will be on hand to chat about cranberry concentrate and the benefits of participating in the auction. To register free, visit www.drinksingredients.com.

Michael Stamatakos, Vice President, Agricultural Supply and Development at Ocean Spray said: "The July auction is a great opportunity for manufacturers to take advantage of today's pricing. We are offering extended-period contracts, and the pricing will be decided through the fair, transparent process that the online auction provides."

The online trading platform for Ocean Spray's cranberry concentrate was established in 2009 to offer transparent trading and supply certainty for customers. The auctions are run by CRA International and take place on a quarterly basis to ensure interested parties can participate at regular intervals during the year.

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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 2009 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 \$140 million.

About CRA International

Founded in 1965, CRA International is a leading global consulting firm that offers [business management, economic and financial expertise](#). Headquartered in Boston, CRA has offices throughout North America, Europe, the Middle East and Asia. Detailed information about CRA is available at <http://www.crai.com>.

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

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