



INGREDIENT
TECHNOLOGY
GROUP

Press Information

Date: 15 August 2011

Contact: Lucy Brice / Kayley Dempsey

+44 (0) 161 925 4700

OCEAN SPRAY AND ARTEMIS HIGHLIGHT CRANBERRY POWDER AT SUPPLYSIDE WEST

2011

Ocean Spray ITG, booth 12101, SupplySide West, 10-14 October 2011, Las Vegas, NV

Ocean Spray's Ingredient Technology Group (ITG) and Artemis International, a specialty provider of nutraceutical ingredients, will be showcasing cranberry powders at this year's SupplySide West.

Ocean Spray ITG provides a range of cranberry ingredients for nutraceutical, beverage, dairy, bakery, snacking and confectionery applications. Produced from superior grade cranberries, its cranberry powders lend fruit appeal to confections and dry-mix beverages, while delivering the health benefits associated with the cranberry to dietary supplements, and offering a superior replacement for artificial colors and flavors.

Artemis specializes in supplying phytonutrient ingredients for nutraceutical applications to the food, beverage, dietary supplement and pharmaceutical industries. The partnership between Artemis and Ocean Spray combines their experience, technical application expertise and product knowledge to help drive sales growth in the global nutraceutical market.

Cranberry's nutrient profile includes vitamin C, quercetin and fibre, adding further weight to this berry's holistic health proposition. Ocean Spray has been a leader in cranberry research for 65 years and is committed to supporting independent research into the whole body benefits of cranberry. While the cranberry is known for its role in maintaining urinary tract health, ongoing research highlights cranberry's potential to support many different areas of the body.

Tom Jones, Senior Manager, Business Development, Ocean Spray ITG commented: “The synergy between Ocean Spray and Artemis will help us compete in the global nutraceutical market. Artemis is excited about our innovative product range and proves a great choice of partner to help provide sales and marketing support to nutraceutical manufacturers across the world.”

Jan Mills, CEO, Artemis International Inc added: “Our long experience in marketing nutraceutical ingredients complements Ocean Spray’s success as a major global player. We are very excited about expanding our strong customer base and working with key customers to help them develop successful nutritional products with cranberry powder.”

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
Or visit: www.oceansprayitg.com

For press information, please contact: Lucy Brice / Kayley Dempsey

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: lucy@bdb.co.uk or kayley@bdb.co.uk