

FOR IMMEDIATE RELEASE:

Juicy Season Lies Ahead for ZESPRI™ GOLD Kiwifruit

With a nearly 100 percent increase in volume over 2005, the ZESPRI™ GOLD Kiwifruit season from New Zealand is now wrapping up. But GOLD Kiwifruit aficionados won't have to wait until next year to enjoy this tropical-sweet sensation. California GOLD Kiwifruit will hit the market in early November, and for the first time ever GOLD Kiwifruit is now available in smoothie form, as an ingredient in the Naked Juice Company's new Gold Machine™.



ZESPRI™ GOLD Kiwifruit is taking its hold across the continent, according to Karen Brux, North America manager for ZESPRI International Ltd. With its unique tropical flavor burst, ready-to-eat condition at the point of purchase, and exceptional health benefits, it has found a receptive audience among retailers and consumers – both eager for a powerful combination of flavor and nutrition, she said. Strong among a range of nutrients, a serving of two GOLD Kiwifruit contains more than 300 percent of the RDA for vitamin C and 15 percent of the RDA for vitamin E.

“Whether we’re sampling to dietitians at the annual convention of the American Dietetics Association, or introducing GOLD to consumers through our Power Up roadshow, we continue to see how GOLD appeals to everyone on so many levels,” Brux said. “Today’s consumers want great nutrition without sacrificing on taste. GOLD Kiwifruit becomes an easy choice because it delivers on both.”

Following on the heels of a successful New Zealand season, the California GOLD crop is set for an early November launch. Total volume is estimated to be 80 percent greater than 2005, with roughly half of the crop being sold in North America, and half in Asia. Growing demand, accompanied by increasing vine maturity, has contributed to a total production area of 388 acres in the Visalia/Bakersfield, CA area. ZESPRI will employ Near Infrared technology to ensure that all the fruit is marketed at the appropriate time, with ideal color and taste.

“We’ve been very encouraged by the GOLD quality coming out of California,” said Colin Baskin, the supply manager for ZESPRI Global Supply, which is fully owned by ZESPRI International and responsible for developing 12-month availability of both GREEN and GOLD Kiwifruit. “Strong crop management and the employment of the latest technology has produced fruit that not only looks, but tastes, beautiful. We foresee increases in both crop volume and fruit quality over the coming years, and hope that this will result in a consistent future supply of ZESPRI™ GOLD Kiwifruit of around 1 million trays from the San Joaquin Valley Region.”

With total volumes still relatively small, GOLD Kiwifruit from California will be available in select retail outlets through early 2007. Naked Juice offers another option for daily enjoyment of the fruit. Their newly launched Gold Machine features, among other fruit, one GOLD Kiwifruit per 15.2 oz bottle. Just one more way to Power UP with the great nutrition of ZESPRI™ GOLD Kiwifruit, Brux said.

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Related Web site: www.zesprikiwi.com

Photos are available upon request.

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