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Sunsweet Introduces New Greek Style PlumSweets™

Embracing America's love affair for sweet treats and Greek yogurt just in time for Valentine's Day

YUBA CITY, CALIF. (January 14, 2014) – This February, 51% of Americans will line up at stores around the country to purchase candy for their sweethearts on Valentine's Day.ⁱ For those looking for a decadent and indulgent treat without the guilt, Sunsweet, a leading marketer of prunes, specifically dried fruits and fruit juices, introduces New Greek Style PlumSweets™.

Just off the heels of the popular PlumSweets Dark Chocolate launch, the new Greek yogurt variety combines the same chewy inside of Plum Amaz!ns™ diced dried plums with a delicious, creamy and decadent Greek yogurt coating. Greek Style PlumSweets are a tasty addition to the PlumSweets family; they are sure to satisfy any sweet tooth.

Greek yogurt has taken the market by storm and Sunsweet is excited to capitalize on this hot food trend. "Nearly one quarter of Americans report eating more Greek yogurt this year compared to last,"ⁱⁱ says Jeff McLemore, vice president of North America marketing for Sunsweet. "People are looking for their favorite brands to incorporate Greek yogurt into the foods they already love. We put a modern and healthier twist on Greek yogurt with Greek Style PlumSweets."

At only 180 calories per ¼ cup serving, PlumSweets are not only a sweet treat for your taste buds but also for your waistline. Additionally, prunes are emerging as a dried fruit packed with health benefits. Recent studies suggest that prunes may help keep bones strong by preventing bone mineral loss, which often leads to osteoporosis.ⁱⁱⁱ Additionally, prunes are a natural source of fiber, which can aid in weight maintenance, blood sugar control and digestive health. Compared to other dried fruits, prunes are lower in sugar and calories, and have a glycemic index of only 29. This low glycemic index means that prunes are digested slowly by the body, which helps to sustain energy over a longer period of time than a food with a high glycemic index.

Sunsweet has a variety of delicious and versatile products that harness the benefits of prunes, including:

- **Ones™**: Individually wrapped prunes that are great for a convenient snack on the go
- **The Amaz!ns™ Line**: Plum Amaz!ns, diced dried plums; Amaz!n Berry blend, diced dried plums mixed with dried cherries, blueberries and cranberries; and Amaz!n Cranberries, diced dried plums mixed with dried cranberries, all make a perfect addition to cereal, yogurt, salads, savory sides and sauces
- **Juices**: A variety of prune and plum based juices, including new lower calorie juices – PlumSmart Light and Amaz!ng Prune Light - that help to regulate digestion

Greek Style PlumSweets are currently available in test markets in Northern California and the East Coast at retailers including A&P, Ahold, Giant Eagle, Raley's and Walmart. Look for the same sleek packaging and 6 ounce size as the Dark Chocolate PlumSweets.

For more product information and recipe ideas, visit <http://www.sunsweet.com/>.

About SUNSWEET

Sunsweet Growers Inc., established in 1917, has more than 95 years of experience and heritage in producing the highest quality dried fruits. The Yuba City, Calif.-based cooperative of 300 grower/members is the worldwide leader in prunes and related products. Most recently, the product portfolio has been expanded to include a full line of dried fruit snacks and juices, all designed to fit today's need for healthy and convenient food choices.

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ⁱ Source: National Retail Foundation http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=1517

ⁱⁱ Source: Mintel Yogurt and Yogurt Drinks – US - August 2013

ⁱⁱⁱ Shirin Hooshmand, Sheau C. Chai, Raz L. Saadat, Mark E. Payton, Kenneth Brummel-Smith, Bahram H. Arjmandi. **Comparative effects of dried plum and dried apple on bone in postmenopausal women.** British Journal of Nutrition, 2011; 1 DOI: [10.1017/S000711451100119X](https://doi.org/10.1017/S000711451100119X)