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Contact:
emma.crnkovich@ketchum.com
(415) 984-6253

Taste a True Masterpiece with Sunsweet's New D'Noir™ Prune Juice

Made from Sunsweet's "California Reserve" Prunes for an Amaz!ngly Delicious Flavor

YUBA CITY, CALIF. (February 11, 2014) – For those looking to surprise their taste buds this New Year, look no further than Sunsweet's new D'Noir™ Prune Juice. Sunsweet, a leading marketer of prunes, dried fruits and fruit juices, is kicking off 2014 by introducing a new and refined prune juice made from the best tasting "California Reserve" prunes. The result is an Amaz!ngly delicious taste that is bound to have you asking for more.

D'Noir Prune Juice provides a true farm-to-fork experience, shaped by local farmers working hand in hand with nature. Sunsweet introduced D'Noir Prunes in the dried fruit category two years ago and is now offering this special variety in juice form, made from our "California Reserve" prunes. The result is an Amaz!ngly delicious flavor that is unlike any other prune juice. In the spirit of fine wine, where the term "reserve" is used to imply that a wine is of the highest quality, only "California Reserve" prunes are used to make D'Noir juice. This special selection leads to a smooth, elegant and complex flavor profile.

"When people try D'Noir Prune Juice for the first time they are often surprised by the smooth and fruity taste - something much bolder and interesting than you would typically expect from a fruit juice," notes Jeff McLemore, vice president of North America marketing for Sunsweet. "We really feel D'Noir is a true masterpiece that showcases our commitment as a company to produce the highest quality products from tree to table."

This dedication to excellence is nothing new for Sunsweet, who is already known for having the world's number one prune. Sunsweet growers can be found in 250 farms throughout California's Sacramento and San Joaquin Valleys, and many of the farmers have worked tirelessly to provide Sunsweet with high-quality fruit for more than 50 years.

Beyond the sophisticated taste, new D'Noir Prune Juice is also a great option for those looking to improve their digestive health. One serving of D'Noir Prune Juice (8 ounces) provides a good source of fiber (3 grams), which is a key component to maintaining healthy digestion. D'Noir Prune Juice is also a good source of potassium, an important electrolyte needed by the body for many functions, including muscle growth.

D'Noir Prune Juice is currently available in Upstate New York, Pittsburgh, Baltimore and Pennsylvania at the following retailers: Big Y, Shaws, Demoulas, Giant Eagle, A&P/Pathmark, Price Chopper, Wegmans, Tops, Harris Teeter, Ingles, Stop & Shop and Giant. You'll find D'Noir Prune Juice in 48-ounce bottles in the juice aisle of participating retailers.

To read more about the D'Noir story and the farmers behind the fruit, go to <http://www.sunsweetdnor.com>.

For more information on Sunsweet's complete line of products 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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