



FOR IMMEDIATE RELEASE

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**STAY FRESH FOODS DOUBLES CAPACITY FOR ITS HIGH
PRESSURE PROCESSING TOLLING SERVICES**

Customer Service and Market Growth Attributed to Success

JUNE 30, 2014 MERIDEN, CT – June 17th marked yet another major milestone at Stay Fresh Foods as the company celebrated the arrival of its second high pressure processing (HPP) system. Members of the Stay Fresh Foods team, along with partner Avure Technologies, watched with enthusiasm as the semi-truck hauled the new Avure HPP system into the unloading area.

Shortly after the delivery, crews unloaded and started installing the new 350-liter system into Stay Fresh Foods' 16,000-square-foot addition, which will provide necessary space for more efficient processing of juices, deli meats, wet salads, ready-to-eat meals, and other HPP treated foods and beverages. The new HPP system and the facility expansion are the results of Stay Fresh Foods' continued commitment to accommodate the processing needs of its existing customer base, as well as make room for producers who are adding HPP to their safety and shelf-life strategies.

"Today, we're not just celebrating our expansion, but also the success our customers are experiencing with HPP as a part of their approach to production," says Amy Lawless, Managing Director of Stay Fresh Foods. "When we see our customers grow as a result of our partnership with them, we take it very personally and celebrate with them as we have seen some of them double and even triple their output."



“Stay Fresh Foods has enjoyed great success serving the northeast through their dedication to quality and service,” says Matt Rutherford, Senior Vice President of Sales for Avure Technologies. “The addition of this 350L to their fleet of HPP equipment will not only help them serve their customers with greater capacity, but will also provide more flexibility and reliability,” he added.

Stay Fresh Foods has experienced a broadening customer base as area producers not only learn the value of HPP, but also that HPP processing is available and affordable to them through the toll processing model offered by Stay Fresh Foods.

“This expansion will put us in even a better position to assure juice and other producers that we have ample room to meet their current and future production needs,” says Joe Ragozzino, Vice President of Operations for Stay Fresh Foods, referring to the flourishing fresh juice market.

The company estimates that at least 40 new jobs will be created as a result of this expansion. Contact Amy Lawless, Managing Director, at 855-477-8655 to learn more about the services available at Stay Fresh Foods or go to www.stayfreshfoods.com.

For more information about high pressure processing systems and services, visit Avure’s website at www.avure.com. Follow us on Twitter: www.twitter.com/avureHPP. Watch videos at www.avure.com/avuretv.

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ABOUT STAY FRESH FOODS, LLC

The exclusive Avure Technologies Inc. Certified Tolling Partner in the Northeast U.S., Stay Fresh Foods, LLC provides custom high pressure processing services on a contract basis to the food industry, utilizing proven technology that substantially improves the safety and extends the shelf-life of packaged foods without chemical additives or preservatives. Based in Meriden, Conn., the company was established by a team of food industry veterans in July 2012 to serve food processors throughout New England, New York, and New Jersey. For more information, visit www.stayfreshfoods.com.



ABOUT AVURE TECHNOLOGIES INC.

An innovator with a strong record of accomplishment, Avure Technologies demonstrates its expertise in high pressure by occupying leadership positions in industrial and food applications. Avure is the largest provider of ultra-high pressure systems to pasteurize foods without heat or chemicals. The company offers total solutions to keep food pathogen-free and stay fresh longer—from recipe development to installation of the fastest, most reliable high pressure presses in the world, backed by world-class global support and service. Its equipment—including the new, high-volume QFP 525L and the small footprint 100L—now process the vast majority of all HPP-treated consumer food products globally.

Avure's HPP Equipment and Services Division, including manufacturing, engineering, procurement, and customer services operations as well as the company's world renowned HPP Applications Food Lab, is headquartered in Cincinnati, Ohio USA; a parts distribution center near Amsterdam, Netherlands; and a global network of tolling and service providers. For more information, visit www.avure.com.

ABOUT HPP

High Pressure Processing (HPP) is the commercially established, non-thermal lethality treatment that uses ultra-high water pressure, up to 87,000 psi, to disable pathogens and bacteria such as Listeria, E.coli, and Salmonella in packaged refrigerated products as diverse as RTE meats and raw ground beef and poultry; fresh fruits, juices, and smoothies; soups, wet salads, and sauces; and seafood and shellfish. HPP delivers benefits to all levels of the market, boosting food safety, extending shelf-life, and improving margins, while providing consumers with fresh, wholesome, natural food.