



## Naturipe Farms Announces Fresh Berries featuring Disney Characters

**Salinas, Calif. – April 24, 2012** – Naturipe Farms, LLC of Salinas, Calif. in collaboration with Disney Consumer Products, announces a new offering to consumers at grocery retailers nationwide beginning in late spring of this year of berries featuring Disney characters.

Naturipe Farms will introduce Berry Quick Fresh Blueberry Snacks featuring well-known Disney characters on-pack. Berry Quick Fresh Blueberry Snacks are new to the market with pre-portioned, single-serve packs which make them perfect for on-the-go snacks and lunches.

“We are very excited to introduce our new product, Berry Quick Fresh Blueberry Snacks, featuring beloved Disney characters which have a strong universal appeal,” commented Robert Verloop, executive vice president of marketing at Naturipe Farms, LLC. “Being able to collaborate with Disney provides an opportunity to expand awareness of our healthy, great tasting berries.”

“I am especially pleased to be working with the Walt Disney Company in conjunction with Disney’s mission for healthier living. Our participation is in recognition to Disney for having elevated healthy eating and activities as a core corporate commitment. This aligns perfectly with our grower owners pride and passion in the berries we produce and the great story we have to tell about these healthy, great tasting and kid friendly, wholesome products” added Verloop.



Berry Quick Blueberries are an easy and convenient snack by themselves and can also be a wholesome addition to everyday favorites such as oatmeal, yogurt, parfaits, cereals, salads and desserts. Adults and kids alike will love Berry Quick Blueberry Snacks for their great taste and convenience.

“The introduction of Berry Quick Fresh Blueberry Snacks will offer a new segment, fresh berries, into the growing category of fresh produce in the Disney licensed foods portfolio,” remarked Embola Ndi, vice president of consumables product development for Disney Consumer Products. “Disney is committed to providing healthy food options for kids and families, and we are excited to continue to expand our portfolio with exciting new product introductions.”

Disney understands the challenges faced by parents in regard to their family's nutrition and wants to be part of the solution. In 2006, Disney announced new food guidelines aimed at giving parents and children more nutritious eating options. As part of its ongoing effort to promote healthier lifestyles,

Disney introduced the *Magic of Healthy Living* – a national multimedia initiative designed to help parents with their quest to raise healthy, happy kids. Key to this ongoing effort is the opportunity to collaborate with companies such as Naturipe Farms, LLC who provide healthy snack options for families.

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Naturipe Farms LLC, is an international, grower-owned producer and marketer of wholesome, good-for-you foods headquartered in Salinas, CA. The company sources products from throughout North and South America to ensure year-round availability for “locally grown” and in-season conventional and organic berries. Naturipe Farms, formed in 2000, is a partnership between Hortifrut SA, MBG Marketing and Naturipe Berry Growers and Munger Farms with locations in Salinas, CA, Delano, CA, Grand Junction, MI, Dallas, TX, Boston, MA, Miami, FL, Santiago, Chile, Los Reyes, Mexico and Buenos Aires, Argentina. More information on Berry Quick and Naturipe Farms can be found at <http://www.facebook.com/Naturipe> and [www.naturipefarms.com](http://www.naturipefarms.com).

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