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FOR IMMEDIATE RELEASE

**Valley Fig Growers Announce Four New
Orchard Choice California Fig Spreads**
The Fruit Spreads with Attitude

Fresno, CA (June 10, 2014) — Fig and cheese lovers get ready! Valley Fig Growers is pleased to announce the introduction of four new California Fig spreads to its line of popular whole fig products. These spreads make the perfect partner for all kinds of cheeses.

Made with figs grown in the central valley of California, sun-dried naturally and harvested at their peak of flavor and sweetness. The four new flavors are:

- **Fig Orange Spread** Summer's best figs laced with a tangy twist of orange create a fruit spread ripe for pairing with cheeses, topping toasts, and brightening desserts.
- **Organic Mission Spread** Sweet, earthy and bursting with fig flavor, our simple blend of summer's best organic Mission figs pairs well with cheese, perks up yogurt, and tops toast in style.
- **Balsamic Pepper Spread** It's love at first bite when sweet figs join sassy balsamic vinegar and spicy black pepper. Brighten up cheese trays, garnish grilled meats...the possibilities are endless.

- **Fig and Port Spread** Imagine sweet, luscious figs drenched in port and you have the makings of our elegant fruit spread. From appetizers to desserts, enjoy the possibilities.

Linda Cain, Vice-President of Marketing and Retail Sales, spearheaded the development that started in a home kitchen. After taking the spreads on the road to determine consumer interest and narrow down the top flavors, she couldn't believe the response. "People love the spreads, especially with cheeses—soft, firm, mild, blue-veined—they all pair perfectly with our spreads."

"Bold, sassy and incredibly rich tasting, our spreads are sure to create consumer buzz," says Cain. "We've created four gourmet spreads that feature the quality and taste of California Figs with flavor profiles that speak to today's tastes."

About Valley Fig Growers

Valley Fig Growers (VFG) is located in Fresno, California. All of the commercially sold dried figs produced in the United States are grown in the Fresno area and north, in the fertile San Joaquin Valley. California represents 10% of the world production of dried figs. VFG was established in 1959 and is the largest handler of figs in North America. The cooperative has 25 grower members representing about 40% of the California fig industry. VFG markets its products worldwide. Retail products are sold under Valley Fig Growers own brand names of Blue Ribbon Orchard Choice, Sun-Maid and Old Orchard. For more information about our cooperative and our products, please visit www.valleyfig.com. Updates, recipes and company news also can be found on Valley Fig Growers' Facebook, Twitter and Pinterest accounts.

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California Fig Spreads

Organic Mission Fig



Nutrition Facts

Serving Size: 1 Tbsp (18 g), Servings: about 16, Amount Per Serving: **Calories 40, Total Fat 0g (0% DV), Sodium 0mg (0% DV), Total Carb. 10g (3% DV), Sugars 9g, Protein 0g, Vitamin C (15% DV).** Percent Daily values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: CALIFORNIA ORGANIC FIG PUREE (WATER AND ORGANIC FIGS), ORGANIC EVAPORATED CANE JUICE, ORGANIC BROWN SUGAR, FRUIT PECTIN, CITRIC ACID, ASCORBIC ACID.



California Orange



Nutrition Facts

Serving Size: 1 Tbsp (18 g), Servings: about 16, Amount Per Serving: **Calories 40, Total Fat 0g (0% DV), Sodium 0mg (0% DV), Total Carb. 10g (3% DV), Sugars 9g, Protein 0g, Vitamin C (15% DV).** Percent Daily values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: CALIFORNIA FIG PUREE (WATER AND FIGS), CANE SUGAR, BROWN SUGAR, ORANGE ZEST (ORANGE PEEL, WATER, CITRIC ACID), ORANGE JUICE CONCENTRATE, FRUIT PECTIN, CITRIC ACID, ASCORBIC ACID.



Port Wine



Nutrition Facts

Serving Size: 1 Tbsp (18 g), Servings: about 16, Amount Per Serving: **Calories 40, Total Fat 0g (0% DV), Sodium 0mg (0% DV), Total Carb. 10g (3% DV), Sugars 9g, Protein 0g, Vitamin C (15% DV).** Percent Daily values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: CALIFORNIA FIG PUREE (WATER AND FIGS), CANE SUGAR, BROWN SUGAR, PORT WINE, FRUIT PECTIN, CITRIC ACID, ASCORBIC ACID.



Balsamic Pepper



Nutrition Facts

Serving Size: 1 Tbsp (18 g), Servings: about 16, Amount Per Serving: **Calories 40, Total Fat 0g (0% DV), Sodium 0mg (0% DV), Total Carb. 10g (3% DV), Sugars 9g, Protein 0g, Vitamin C (15% DV).** Percent Daily values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: CALIFORNIA FIG PUREE (WATER AND FIGS), CANE SUGAR, BROWN SUGAR, FRUIT PECTIN, FIG BALSAMIC VINEGAR (RED WINE VINEGAR, WATER, FIG CONCENTRATE, GRAPE CONCENTRATE), BLACK PEPPER, CITRIC ACID, ASCORBIC ACID.



Item	Item #	UPC Item	UPC Case	Case Wt.	Case Dimensions L x W x H	Case Cube	Pallet Pattern
Organic Mission Fig Spread	30945	041126309455	10041126309452	6.8 lbs	9" x 6.125" x 4"	0.127 ft ³	32/7/224
Fig & Orange Spread	00942	041126009423	10041126009420	6.8 lbs	9" x 6.125" x 4"	0.127 ft ³	32/7/224
Fig & Port Wine Spread	00943	041126009430	10041126009437	6.8 lbs	9" x 6.125" x 4"	0.127 ft ³	32/7/224
Fig & Balsamic Pepper Spread	00944	041126009447	10041126009444	6.8 lbs	9" x 6.125" x 4"	0.127 ft ³	32/7/224