

CherryMan® Farm to Market Maraschinos™ Now Non-GMO Project Verified

USA maraschino cherries naturally flavored and colored, with scannable QR code on each jar traces the fruit back to the family farm from which it was grown

Portland, Ore. March 18, 2014 – Gray & Company, the world’s largest producer of maraschino cherries, unveiled their Non-GMO Project Verified maraschino cherry at Natural Products Expo West 2014. Free of artificial colors, flavors and preservatives, CherryMan® Farm to Market Maraschinos™ are now officially a “Non-GMO Project Verified” product.

“Consumers shouldn’t have to wonder about what’s in the jar,” states Gray & Company President, Josh Reynolds. “We select our cherries from family farms in Oregon and Michigan, whom we’ve known for decades. From family farms to the family table, consumers can scan the QR code located on each jar to learn more about the exact origins of our fruit.”

GMOs, or “genetically modified organisms,” are plants or animals that have been genetically engineered with DNA from bacteria, viruses and other animals and plants. These experimental combinations of genes cross the natural species barrier and have not been proven safe. Studies increasingly show a connection between GMOs and an array of health risks and environmental concerns. While GMOs are labeled or banned in most developed countries, in the U.S. and Canada they are unlabeled and are found in nearly 80% of processed food.

“Consumers are increasingly seeking non-GMO choices,” states Leigh Milander, Gray & Company’s vice president of marketing. “People do take the time to read the ingredients on the label because they truly care about what they are feeding their families.”

To support their Non-GMO Project Verification and research findings, Gray & Company is re-launching their CherryMan Farm to Market Maraschinos with new packaging and consumer brand communications. The new packaging will begin shipping in March 2014.

Purchasing Information

For more information about purchasing CherryMan Farm to Market Maraschinos, please email sales@cherryman.com or call 1-800-551-6009.

About Gray & Company

Founded in 1908 as a wagon distributor of fountain syrups in Portland, Ore., Gray & Company is a privately held corporation with more than a century of tradition as a fruit processor, and today stands as the world’s largest producer of maraschino cherries. Gray & Company has processing facilities in Oregon and Michigan, from which they serve North America and markets around the globe. For information, visit www.cherryman.com, like us on Facebook: facebook.com/CherryManMaraschinos and follow us on Twitter: twitter.com/CherryMan and Pinterest: cherrymanpins

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Hi-res photography and recipes available upon request

Media Contact:

Linda Riedman, Radiance Communications

Phone: 503-267-8373

Email: linda@radiancecom.com