

SEPTEMBER 2005

SPECIALTY FOOD

PRODUCTS, TRENDS & YOUR BUSINESS IN PERSPECTIVE MAGAZINE

RED JACKET ORCHARDS, INC. Fuji Apple Juice

THIS YEAR'S OUTSTANDING BEVERAGE WINNER HAILS FROM A THIRD-GENERATION FAMILY ORCHARD IN UPSTATE NEW YORK that grows more than 20 varieties of apples as well as strawberries, raspberries and rhubarb. Made from crisp Fuji apples, Red Jacket Orchards Fuji Apple Juice features "an almost pear-like flavor and a pleasing balance between sweet and tart," says Brian Nicholson, vice president of marketing and sales.

Fuji Apple Juice contains no concentrates, added flavorings or sugar and is cold-pressed in the traditional "rack and cloth" method. This method entails wrapping the apples in heavy-duty cider cloth and mashing them into a pancake shape. Layers of the apple pancakes are interspersed with weighted racks to extract the juice. "We use this method to produce our juice, but it is traditionally a technique for making cider," explains Nicholson. "Other types of newer technologies result in a higher juice yield, but this style produces a juice with superior flavor." Because the juice is minimally processed, it retains a higher nutrient content than mass-produced varieties.

Product integrity is the foremost concern at Red Jacket, says Nicholson. "Our goal is to be a sustaining family business. This goal drives how we approach making juice," he explains.

A fresh product, Fuji Apple Juice has a 30-day shelf-life and is available primarily in the metropolitan New York area. Nicholson recommends merchandising the juices on ice for maximum impact. Festive fall displays can integrate Fuji Apple Juice with fresh apples, caramel apple dipping kits, pie shells or cider spices. Suggested retail: 32-ounce/\$3.99. Contact: Brian Nicholson, Red Jacket Orchards, Inc.; 315.781.2749; email: bnich@redjacketorchards.com; www.redjacketorchards.com. —J.M. R.S.N. 140

2005 NASFT Product Awards
Competition

best
of the
best



outstanding beverage



Fuji Apple Juice contains no concentrates, added flavorings or sugar and is cold-pressed in the traditional "rack and cloth" method.

Because the juice is minimally processed, it retains a higher nutrient content than mass-produced varieties.

-- Nurturing FAMILY and FARM for nearly 50 years --

Geneva, NY 14456 • (800) 828-9410 • www.redjacketorchards.com