

CherryMan® Farm to Market Maraschinos™ Win Prestigious Innovation Award at SIAL China Trade Show

Non-GMO Project Verification and scannable QR codes on packaging cited by selection committee as key factors behind the win

Portland, Ore. May 20, 2014 – Gray & Company, the world’s largest producer of maraschino cherries, brought their Non-GMO Project Verified maraschino cherry to the Asian market at SIAL China 2014. SIAL China is the largest food & beverage expo in China. The product garnered the prestigious SIAL Innovation Award, awarded to only 60 products from the more than 2,400 exhibitors. The SIAL Innovation Selection Jury cited the packaging as being “extremely innovative for candied fruit product in the Asian market.”

Free of artificial colors, flavors and preservatives, CherryMan Farm to Market Maraschinos are a “Non-GMO Project Verified” product. The fun, eye-catching label design contains several additional key features which invites consumers to learn about where their food comes from.

“We select our cherries from family farms in Oregon and Michigan, whom we’ve known for decades. Our packaging features a scannable QR code on each jar, so consumers can learn more about the exact origins of our fruit,” states Gray & Company President, Josh Reynolds.

“Consumers across the globe love the CherryMan character, and enjoy the clean taste of our Farm to Market Maraschinos. Asian markets, in particular, are curious about the cocktail and baking applications for maraschinos,” states Leigh Milander, Gray & Company’s vice president of marketing. More than two thirds of exported U.S. maraschino cherries are bound for Asia.

GMOs, or “genetically modified organisms,” are plants or animals that have been genetically engineered with DNA from bacteria, viruses and other animals and plants. While GMOs are labeled or banned in several developed countries, disclosure is not yet required by the U.S. or Canada. As a Non-GMO Project Verified product, CherryMan Farm to Market Maraschinos offer transparency and clarity for the consumer.

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](https://pinterest.com/cherrymanpins)

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Hi-res photography and recipes available upon request**Media Contact:**

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