

## CherryMan® Farm to Market Maraschinos™ Offer Expo West Attendees a Non-GMO Project Verified Maraschino Cherry

*Each USA grown cherry captures the essence of the fruit right out of the orchard and the scannable QR code on each jar traces the fruit back to the family farm from which it was grown*

**Portland, Ore. March 4, 2014** – Gray & Company, the world’s largest producer of maraschino cherries, will unveil their Non-GMO Project Verified maraschino cherry at Natural Products Expo West 2014 (**Booth #6615**). Free of artificial colors, flavors and preservatives, CherryMan® Farm to Market Maraschinos™ are now officially a “Non-GMO Project Verified” product. According to *Packaged Facts*, global demand for GMO-free products is skyrocketing with sales projected to reach \$800 billion by 2017.

“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.”

### **Research Reveals Consumers Crave Non-GMO foods**

According to a recent (Dec 2013) Vista Market Intelligence consumer panel survey of 3,300 retail grocery shoppers, 38 percent had purchased maraschino cherries in the past year. The survey clearly demonstrates that shoppers have high awareness of the term “Non-GMO” and greatly prefer cherries grown in the USA. It also reveals that consumers connect with products that tell an authentic story.

“Made in the USA from cherries grown in the USA is meaningful. People do take the time to read the ingredients on the label because they truly care about what they are feeding their families,” states Leigh Milander, Gray & Company’s vice president of marketing.

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](mailto: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](http://www.cherryman.com), like us on Facebook: [facebook.com/CherryManMaraschinos](https://facebook.com/CherryManMaraschinos) and follow us on Twitter: [twitter.com/CherryMan](https://twitter.com/CherryMan) and Pinterest: [cherrymanpins](https://pinterest.com/cherrymanpins)

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**Hi-res photography and recipes available upon request**

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**Sources:**

Packaged Facts: <http://www.prweb.com/releases/2013/11/prweb11304537.htm>

Vista Market Intelligence, Dec 2013