



HILLTOP

Issue #4 Spring/Summer 2013

meet The Stem blog

**it's all about the pouch
the art of growing Rainier cherries**



Stemilt
World Famous Fruit

Dear Readers,



It's time for another busy summer season at Stemilt! Our team is energized and looking forward to delivering cherries, peaches, nectarines, and apricots to your stores over the next few months. Before you dive into this issue, I wanted to briefly touch on another exciting project at Stemilt.

In Washington, we're constructing a new, state-of-the-art electronic red cherry line at our Euclid Street facility. The new line will debut in June and follows a unique model for packing cherries with a focus on high tech equipment that sorts cherry grades with precision. Along with the new line comes a new fumigation room for export and increased packaging capacity for a variety of pack styles. The completion of the Euclid Street red cherry line is not only exciting for the 2013 season, but also for the future with larger cherry crops anticipated.

Let's make it a great cherry and stone fruit season!

Onward,

West Mathison
President
Stemilt Growers

HILLTOP

Editor

West Mathison

Writer

Brianna Shales

Designer/Photographer

Landon Michaelson

Hilltop is a bi-annual publication dedicated to fresh fruit growing, packing, marketing, and merchandising.

Subscriptions: Free to qualified subscribers around the world.

Copyright ©2013 Stemilt Growers LLC

onthecover



Dark-sweet cherries on Stemilt Hill at sunrise on a windless morning.



WORLD FAMOUS CHERRIES



www.stemilt.com | facebook.com/stemilt | twitter.com/stemilt

HILLTOP

contents

Issue #4 Spring/Summer 2013

letter from the editor 1

lifestyle

- meet The Stem blog 12
- the art of growing Rainier cherries 6
- farm with us 22
- it's all about the pouch 18

technology

- mobile hydrocooling 28

sustainability

- energy conservation 4

merchandising

- 7 consumer marketing trends for 2013 34

recipes

- walnut-crusted brie on toasts with chutney 16
- classic peach cobbler 26



6



28



18



12

smart energy



Energy is typically something people want more of, but in today's business world, leaders are looking at ways to conserve energy in an effort to reduce a company's environmental footprint, as well as costs. At Stemilt, energy conservation has been a focus over the past 12 years thanks to a unique partnership with the Chelan County Public Utility District (PUD).

The PUD's **Resource\$mart** program helps companies like Stemilt find and fund projects that either reduce energy or make the company a more efficient user of energy. Over the past two years, Stemilt and the PUD collaborated on a large project at Stemilt's Olds Station facility, which led to a 30 percent reduction in energy consumption.



According to Monty Leavitt, Stemilt's refrigeration manager, energy use at Olds Station is dominated by industrial refrigeration and controlled atmosphere equipment that is used to keep the fruit fresh until it can be processed and shipped. In order to reduce energy, Stemilt installed CO₂ scrubbers in each storage room at Olds to better control the atmosphere. The company has also reduced the speed of the industrial refrigeration fans in the rooms, leading to the significant reduction in energy usage.

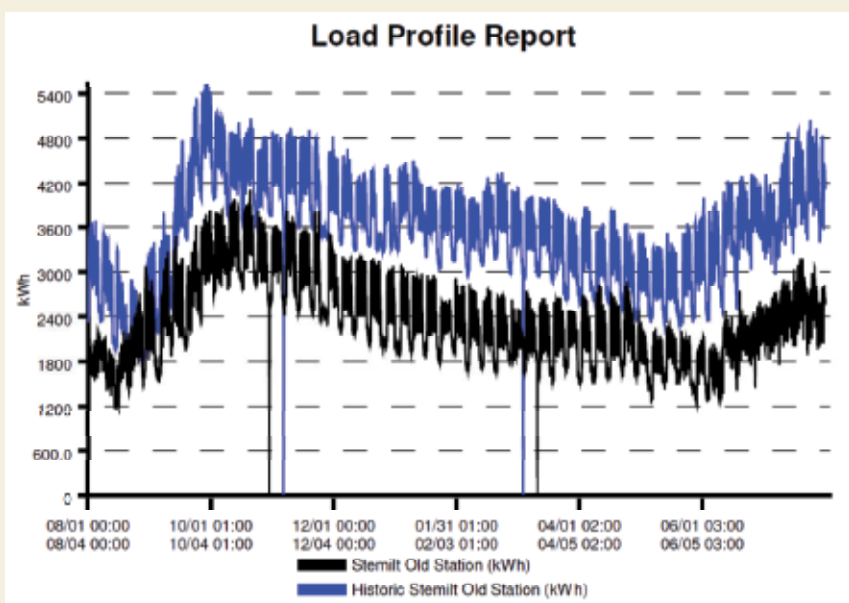
CO₂ scrubbers help control the amount of CO₂ inside fruit storage rooms (apples release CO₂ as they are stored). NASA developed CO₂ scrubbers in the 1960s for the Apollo space program to keep CO₂ exhaled by astronauts from reaching high levels in the space capsule. These scrubbers lower carbon dioxide levels in the rooms which significantly reduces Stemilt's reliance on nitrogen, the traditional way CO₂ was purged from rooms.

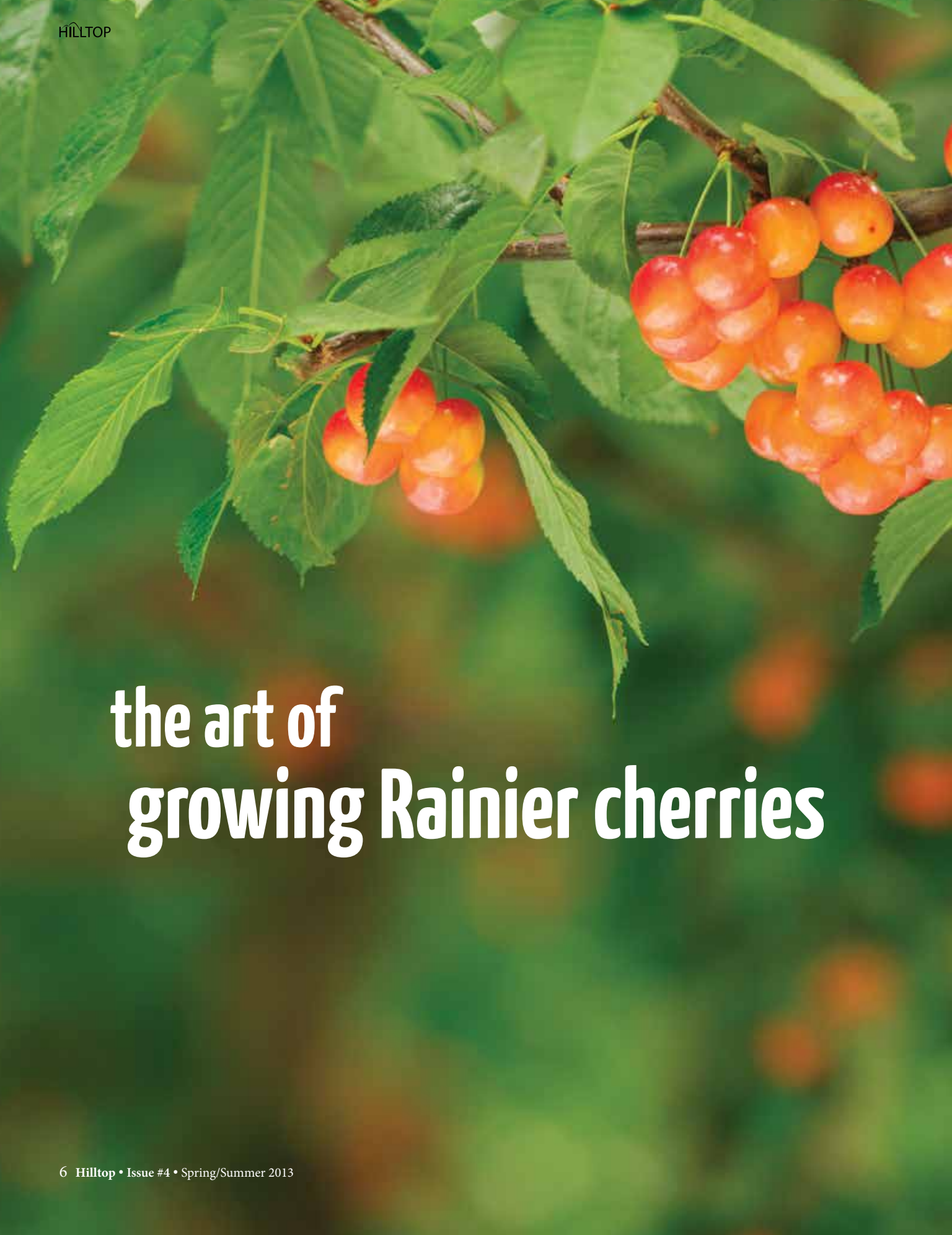
In addition to reducing its nitrogen use, Stemilt was able to enhance its ability to monitor and control energy usage in the rooms through a variable frequency drive system.

"New controls on refrigeration fans can slow the speed of the fans by as much as 50 percent," said Leavitt. "We're able to adjust the speed of the fan regularly based on the demand for refrigeration in each storage room. It's efficient and has contributed greatly to reducing our energy consumption."

Together, these improvements help Stemilt realize energy savings of 8,770,190 kWh per year, which equates to \$167,000 in utility costs annually and is enough energy to power approximately 400 all-electric homes in Chelan County. They also earned Stemilt a Governor's Award for Leadership in Energy Performance in December 2012.

"It was an honor to be recognized with the Governor's Award," said Leavitt. "But, just like our other Responsible Choice program initiatives, the work doesn't end here. We must continue to be a smart user of energy and will keep looking for new ways to do that throughout our operations."





the art of growing Rainier cherries



Some call them by their given name, while others refer to them simply as “golden cherries.” They are incredibly sweet, juicy, and delicate, and are only available for a short time each year. They are: Rainier cherries.

The Rainier cherry variety was developed by Harold Fogle, a lead researcher at Washington State University back in 1952. Fogle crossed Bing and Van – two red cherry varieties – and ended up with a highly unusual result: a golden yellow cherry with a red blush on the outside, a creamy yellow inside, and sweetness never tasted in a cherry before. The cherry was named after the great Mount Rainier in Washington State, and growers began planting it once it was released for commercial production in 1960. Today, Rainier cherries have quite the consumer following despite only being in season from mid June until mid August.



“It’s hard to beat a Rainier cherry. The sugar, or brix, levels on Rainiers are higher than any dark-sweet cherry variety – ranging from 17 to 23 percent. A good Rainier cherry is all you need for dessert – it eats like candy,” said Roger Pepperl, Stemilt marketing director.

But getting to that dessert experience isn’t always easy. Ask any cherry grower and they’ll tell you that growing any cherry variety is a challenge, but nothing is more challenging than growing Rainier cherries.

Rainiers have a thin, delicate skin which presents a number of challenges when getting them harvested, packed, and onto grocery stores. They are highly susceptible to bruising and must be hand-picked from the tree with extra caution. Rainiers are very sensitive to extreme weather. Hot weather impacts the fruit’s firmness, rain causes cracking, and strong winds can cause marks on the fruit from two cherries rubbing together. There are also birds, who like us, love the sweet flavor of Rainier cherries.

These challenges aren't unique to Rainier cherries, but if they occur, the damage caused to the fruit is often irreversible simply because the variety is so fragile. Because of that, growers take lots of precaution with Rainiers. At Stemilt, some growers put nets to keep birds out of the orchard, growers in wind-prone areas use windscreens to protect the fruit, and all growers harvest Rainiers at their peak maturity and with extreme care.

The caution doesn't stop after the fruit is harvested. Like red cherries, Rainiers are hydrocooled immediately after harvest in order to start the important cold chain process and maximize fruit freshness. Stemilt dedicates packing lines to handling Rainier cherries because of the delicate nature of the fruit. The lines are designed to be gentle and modern optical sizing equipment helps reduce handling. Rainiers are kept cold to all the way to their final destination.

"From the field to the packing line, we're focused on delivering the most premium eating experience with our Rainier cherries," said Pepperl. "Fresh, firm, super-sweet cherries - that's what keeps the consumer coming back for more. Rainiers are special and we do everything in our power to make that come through in each pack."



National Rainier Cherry Day

Every year on July 11th, there's one cherry that should stand out from the crowd in the produce department, and that's the Rainier cherry. Celebrate National Rainier Cherry Day on July 11th with attractive merchandising displays that catch shoppers' eyes. Contact your Stemilt Representative for ideas on promoting Rainier cherries during this exciting national event!

July

11

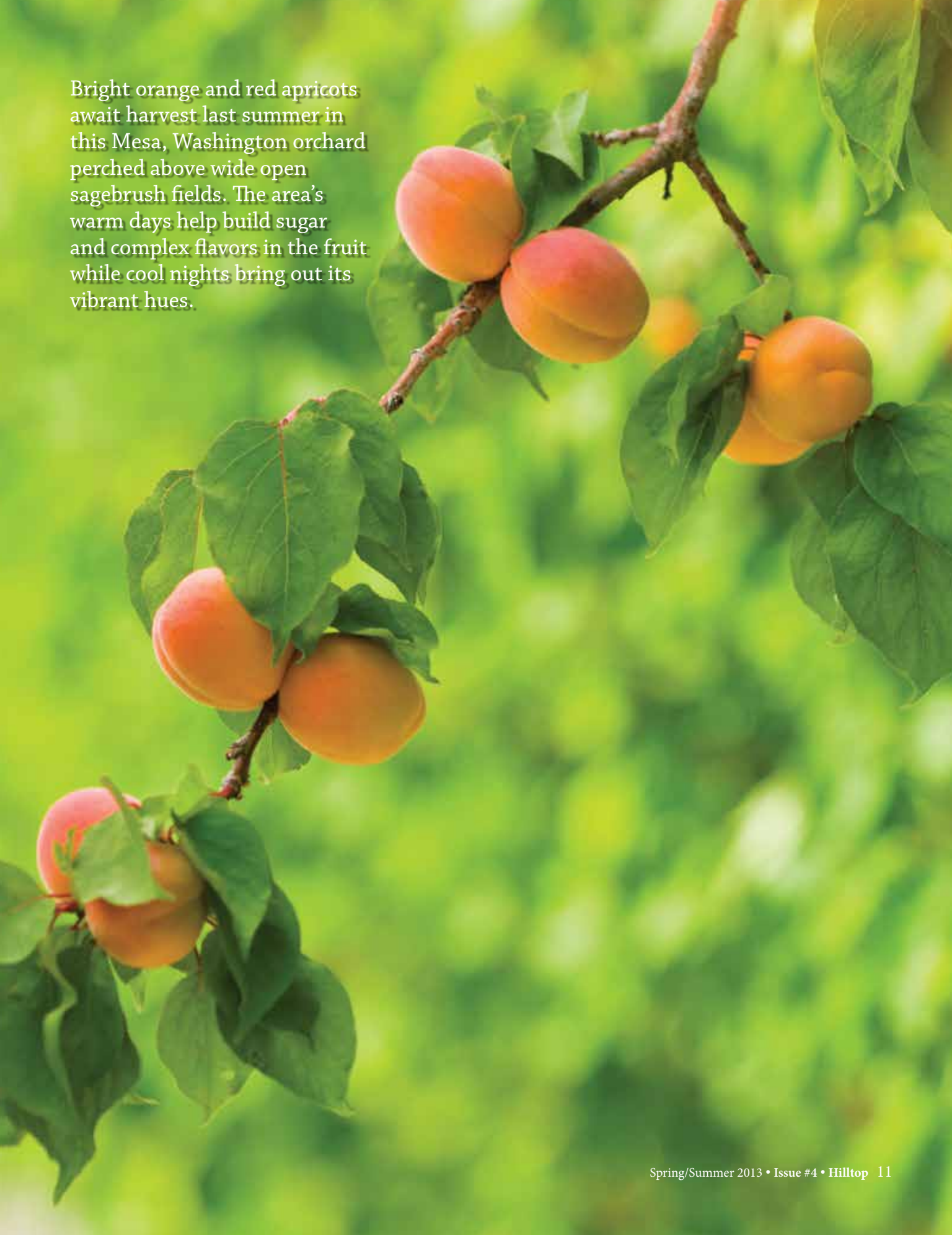
National
Rainier
Cherry
Day



STONE FRUIT
NATURALLY FARMED
FOR ULTIMATE FLAVOR



Bright orange and red apricots await harvest last summer in this Mesa, Washington orchard perched above wide open sagebrush fields. The area's warm days help build sugar and complex flavors in the fruit while cool nights bring out its vibrant hues.





THE OFFICIAL BLOG
OF STEMILT GROWERS

meet the stem

Meet *The Stem*, Stemilt's new blog where visitors can find fresh recipes, tips, information, and farming knowledge about apples, pears, cherries, and summer fruits. The name of the new blog is a play on the company's name and heritage as well as one of the defining characteristics of all of its fruits. Visit The Stem at: www.stemilt.com/blog



"After months of behind-the-scenes development, it's exciting to share our new blog – The Stem – with the world. The idea behind The Stem is to share our passion and knowledge for the fruits we grow with those that want to know more about them. The content will migrate through the seasons so that it's as fresh as the Stemilt fruits people are eating at that time," said Brianna Shales, Stemilt communications manager and main author on The Stem.

The Stem has three different authors that will cover a variety of topics. Shales will post about fruit from all aspects, including tips, health and nutrition information, and how she utilizes fruit in her life as a busy new mom. Tate Mathison, Stemilt sales leader and 5th generation farmer, will share his passion and expertise for farming with readers. He'll give them a first-hand look at what is happening in the orchard during each part of the season, including the upcoming cherry season. Mathison's grandfather, Tom, founded Stemilt in 1964 and his family continues to own and operate the company today. Finally, Lorie Hopcus, a self-taught cook that is responsible for many of Stemilt's fruit recipes found on its website, will share her original and delicious fruit recipes and other creative ideas for readers to mimic at home. Hopcus is also the author of A Savory Nest, a food blog where she captures and chronicles her favorite recipes.



To begin, The Stem will have a new post each week, rotating authors and topics in order to share information for a wide audience. People can subscribe to The Stem by filling out a simple form to receive once-a-week email updates. In the future, guest bloggers will appear on The Stem and editorial will be shaped around what readers are seeking.

"We want The Stem to be a place where fruit enthusiasts come together to learn or see something new and then share it with others. It's another way that we can build a community and continue with our goal of building demand for fresh fruits – and all fresh produce – for the future," said Shales.

Aside from blogging, Stemilt has also continued to elevate its social media presence. The company recently surpassed 22,000 likes on Facebook, started a Pinterest account, and began offering web visitors with free download offers, including a Piñata Apple Recipe eBook and Pink Lady® Brand Apple Ideas Guide. Cherries, peaches, and nectarines will be a focal point on the blog, social media, and on new free downloads throughout the summer.



Meet The Bloggers



Brianna: Stemilt's communications manager and a new mom that is well-versed in all things fruit. Brianna enjoys reading food blogs, hiking, jogging, and warm weather. Peaches are her favorite Stemilt fruit but Piñata apples are a close second. On The Stem, she'll write about fruit from all aspects – including tips, health and nutrition information, and more.



Tate: Tate joined the Stemilt family at birth. His grandfather Tom founded the company in 1964 and his dad Kyle still grows cherries today. Today, Tate works the phones as a sales leader and escapes to the orchard and packing plant whenever possible. He's the dad to three busy boys and enjoys any and all sports. Tate loves Bing cherries from Stemilt Hill, but he'll eat any fruit that's put in front of him. On The Stem, he's your expert on all things farming.



Lorie: The creator of many of Stemilt's delicious fruit recipes found on its website and the blogger behind A Savory Nest, Lorie is a self-taught cook with a passion for good food and fresh ingredients. She is a lover of all Stemilt fruits and especially Honeycrisp apples. On The Stem, Lorie will share her original and delicious fruit recipes and a few creative ideas for people to mimic at home.

we are social



facebook.com/Stemilt



twitter.com/Stemilt



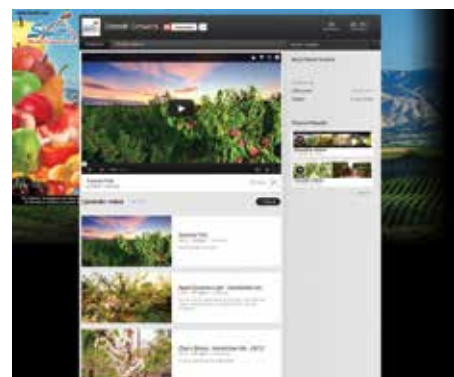
pinterest.com/stemilt



stemilt.com/blog



youtube.com/user/Stemilt



walnut-crusted brie

on toasts with

apple & cherry chutney

Prep Time: 1 hour **Servings:** 1 cup

Ingredients

3 tablespoons unsalted butter
 1 ½ tablespoons minced shallot
 1/3 cup firmly packed brown sugar
 2 tablespoons fresh lemon juice (Meyer lemon, if available)
 1 teaspoon fresh orange zest
 1 Fuji apple, finely diced
 1 cup halved fresh Stemilt sweet cherries
 2 tablespoons minced dried apricots
 3 tablespoons golden raisins
 1/8 teaspoon ground allspice
 1 teaspoon apple cider vinegar
 Pinch white pepper
 1 5-ounce wedge brie (skin on)
 1 cup walnuts, roughly chopped (in food processor)
 1 egg
 1 teaspoon 2 % milk (or heavy cream, as preferred)
 Sliced baguette toasts



Procedure

Preheat oven to 350 degrees F. Place brie wedge in freezer for 15 minutes.

Melt butter in large saucepan. Add shallots; cook until softened, about 2 minutes. Add brown sugar, lemon juice, and orange zest. Continue cooking until sugar is completely dissolved, about 2 minutes. Add apples, cherries, dried apricots, raisins, allspice, apple cider vinegar, and white pepper. Bring mixture to a low boil and simmer, stirring intermittently, until liquid has reduced by about half and sauce has thickened, about 15 minutes. Remove from heat, cover, and set aside.

Place chopped nuts in a shallow dish.

Crack egg into a separate shallow dish. Add milk and whisk until well combined. Remove brie from freezer and dip in egg wash, coating cheese on all surfaces. Transfer to walnut mix and turn to coat with nuts, gently pressing to ensure coverage. Place cheese on baking sheet. Bake for approximately 15 minutes. Transfer to serving tray.

Toast baguette slices and arrange on tray with cheese. Transfer apple-cherry chutney to a serving bowl and place with cheese and toasts. Serve immediately.

Delicious Apple and Cherry
Chutney is served atop
walnut-crusted Brie and
baguette toasts.



it's all about the pouch



The next evolution of cherry packaging has arrived at Stemilt, and it's all about the "pouch." The new, random weight packages will show up in produce departments this summer in order to help stores merchandise both conventional and organic Stemilt cherries and provide today's shoppers with a desired grab-and-go package for one of their favorite fruits of the summer.

Stemilt's entry into "pouch" packaging began a few years ago with the launch of its new Lil Snappers line of kid sized apples and pears. The success and positive reception of the package led to the new line of cherry packaging which will debut this summer.

"We're excited to bring the pouch concept into our mix of cherry packaging," said Stemilt marketing director, Roger Pepperl. "The pouch bags are both functional and attractive, making them the perfect package to market premium Stemilt cherries in."





Each pouch bag from Stemilt features a double handle for durability, ventilation holes for product freshness, and press-to-seal zipper for ease in opening and closing the bag at home. The bags are designed to stand up on display and in the refrigerator.

For the design of the bags, Stemilt used its traditional blue color with a subtle leaf background to tie the fruit back to the orchard where it was grown. The variety of the fruit in the bag, either Dark-Sweet Cherries or Rainier Cherries, is displayed in an oval-like shape with a cherry icon above. The colors of the oval change depending on which variety is in the bag so that it's easy for shoppers to identify different fruits, and organic from conventional, at the store. Stemilt also included a QR code and website and Facebook link on each bag so that consumers can learn more about their cherries and who grew them.

"The fruit is what stands out on the bags, which is important to both retailers and shoppers," said Pepperl. "Cherries are an impulse item and the high quality of the product in the bag is what will drive each person to purchase."

In addition to its conventional and organic bags for Dark-Sweet and Rainier cherries, Stemilt has two additional bags for premium dark-sweet cherries. The "Kyle's Pick" bag will be packed with large, high-quality, and select varieties of Dark Sweet cherries after July 4th. These cherries will have the qualities and flavors that fourth generation cherry grower and Stemilt co-owner, Kyle Mathison, approves of and strives to grow at his own orchards on Stemilt Hill.

The "Kyle's Pick" symbol is also added to Stemilt's new Half Mile Closer to the Moon bag, which will be filled with premium, freshly harvested cherries from August 10th until the end of the season. Kyle Mathison grows cherries between 2,500 and 3,200 feet above sea level – literally a half mile closer to the moon – at his Amigos orchard near Wenatchee, WA.

Stemilt will begin packing cherries in pouch bags at the start of the Washington cherry season in June. The company will also continue to pack smaller sized cherries in traditional poly bags. For more information on the new cherry packaging, please contact your Stemilt Representative.



“Moon Cherries are very unique. Not only do they give Stemilt the latest cherries in the state but the premium varieties and Kyle’s high flavor standards means that consumers can get a final taste of the amazing flavors and quality of Stemilt cherries before the season is over. It’s a unique program with great point-of-sale materials to support it at the store level” - said Pepperl, Stemilt Marketing Director



Kyle Mathison, 4th generation cherry grower

farm with us

In early 2012, Facebook released its revamped profile design – called Timeline – to better tell a user's life story. It shares a user's Facebook activity and events from their life in reverse chronological order from today all the way back to when they started a Facebook profile. Timeline isn't just for individual users; it's also the profile for Facebook pages.

With more than a billion monthly active users on Facebook, it's safe to say that people around the world are now familiar with Timeline. Knowing this, Stemilt decided to imitate the Timeline feature as it redesigned the farming section of its website earlier this year. The result? An interactive place where visitors can learn first-hand what is happening on Stemilt farms or packing lines at the moment in time they are happening.

"The neat thing about growing and packing fruit is that the work never stops and between the orchard and the packing lines, there is always something new to see. We wanted to help visitors of our website experience that first-hand, much like Facebook's Timeline does for its users. People want to know where their food is coming from and how it is grown, and this is a way for us to share just that with them," said Roger Pepperl, Stemilt marketing director.

The Farm With Us section opens to a picture with four generations of the Mathison family, who own and operate Stemilt. Three bubbles around the picture take the user to a quick video from West, Tate, or Kyle Mathison about different aspects of the business.

Stemilt's version of timeline appears under three sections: About Stemilt, In the Orchard, and Packing Experience. In the About Stemilt section, visitors can learn about the history of the company in a chronological timeline, including events like when the Mathison's first started farming and when Stemilt was incorporated.



"...I really believe those are the two things, I get up every morning with a passion to build memory & trust."



The timeline for the orchard and packing sections are a bit different. They take the user right to current day in order to share what's happening at Stemilt. For example, if you were to look at the orchard timeline in the middle of June, you'll see cherries being harvested in Washington. As time goes on, Stemilt will utilize the timeline to share snapshots and videos with visitors nearly instantaneously, much like the company already does on its Facebook page.

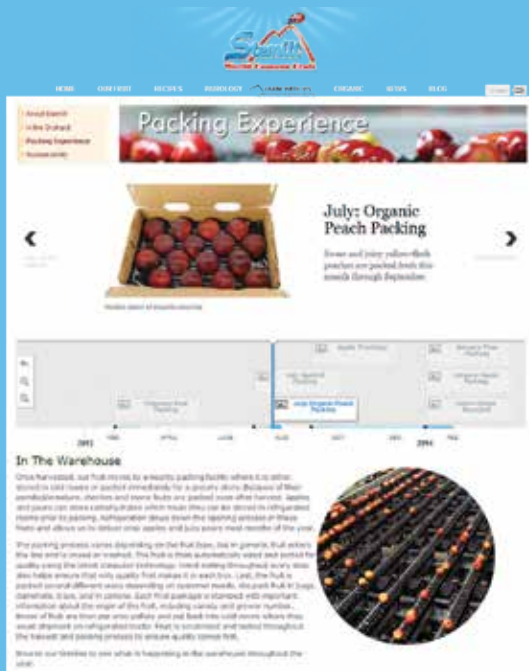
"Whether it's through our website, blog, or social media, our intention is to share our knowledge and passion for fruit with people at the places they visit most," said Pepperl.

To round out the Farm With Us section, Stemilt has a sustainability area that showcases all the company is doing through its long-standing sustainability and social responsibility program, Responsible Choice.

The timeline concept has also been extended to the company's organic section, in order to provide visitors with consistency, as well as an easy avenue to navigate information about how Stemilt's Artisan Organic fruits are grown and packed. Like Farm With Us, it visually highlights the orchard and packing activities throughout the season, only with an organic focus. It also has a section that answers the many questions asked by consumers about organics.

Over the past several months, Stemilt has elevated its position on the web and in social media through refreshed designs, the addition of a blog, and new direct-to-consumer marketing strategies. All of this is done with one common goal in mind.

"We strive to be the best source of information for apples, pears, cherries, and stone fruits out there. Our digital efforts are constantly evolving in order to deliver that to both our retail and consumer audience," said Pepperl.





Beautiful white cherry blossoms blanket trees in the high-elevations of the Wenatchee, Washington growing region. As busy bees pollinate each flower, a new cherry forms and the flowers are replaced by green leaves that deliver nutrients to each piece of fruit until it's time for harvest.



Premium High-Altitude Cherries

A half-mile closer to the moon™



MOON CHERRIES

Premium high-altitude cherries from Stemilt Growers arrive in mid-August and continue into early September. Grown by fourth generation cherry grower Kyle Mathison.



classic peach cobbler

Prep Time: 45-60 minutes **Servings:** 10-12

Ingredients for the filling:

8-10 large Artisan Organic peaches (peeled and cut into thin wedges)

¼ cup sugar

1 TBSP fresh lemon juice

2 TSP cornstarch

Ingredients for biscuit topping:

1 cup flour

½ cup sugar

1 TSP baking powder

½ TSP salt

¾ stick cold, unsalted butter, cut into small pieces

¾ cup boiling water

Procedure

Preheat oven to 425 degrees. Toss peaches with sugar, lemon juice and cornstarch in a 2 quart non-reactive baking dish and bake for 10 minutes.

Make the topping while the peaches bake. Stir together flour, sugar, baking powder and salt. Blend in butter with a pastry blender until mixture resembles cornmeal. Stir in water until just combined. Remove peaches from oven and drop spoonfuls of topping over them. Bake in middle of oven until topping is golden, about 25 minutes.

Note: Recipe adapted from Gourmet Magazine, September 1999.

Nutrition Information per serving:

227 calories, 9 g fat, 0 saturated fat, 23 mg cholesterol, 267 sodium, 49 carbohydrate, 3 g dietary fiber, 27 g sugar, 3 g protein



This classic peach cobbler recipe is best served warm with a scoop of ice cream.



mobile hydrocooling

What happens after fresh cherries are hand-picked from trees? At Stemilt, they move right along to hydrocooling thanks to a large network of mobile (or portable) and a few permanent hydrocoolers located at or very near orchards during harvest.

The hydrocoolers perform the important duty of immersing cherries in cold water in order to take the field heat out of the fruit after harvest. This is also known as precooling and is common practice in the fruit and vegetable industry, and absolutely critical to maintaining the quality of sweet cherries.

Stemilt positions a mobile hydrocooling unit before an orchard starts harvest, and then once harvest is complete, transports it to the next location. The mobility of Stemilt's hydrocoolers ensures that rapid cooling of cherries is completed soon after harvest at every growing location throughout the season.

"As we head into the 2013 cherry season, we will have 14 portable hydrocoolers available to cool cherries across Washington state, as well as our four permanent hydrocoolers," said Jay Fulbright, VP of Operations at Stemilt. "Our on-site hydrocooling leads the industry and helps in delivering a fresh, premium product to markets around the world."

According to research from Washington State University, low temperatures help retain the firmness, sugar levels, and stem quality of cherries, while reducing shrivel and decay. Experiments have shown that more quality is lost for cherries in one hour at 70°F than in 24 hours at 32°F.

Cherries are harvested in the early morning hours before the summer heat sets in, but they can still be very warm when they come off the tree. Additionally, cherries that sit in the sun or shade after harvest can heat up as much as 10 degrees in several minutes, making both time and temperature of utmost importance to growers.

"Unlike apples or pears, cherries don't contain stored carbohydrates. Keeping the fruit cold is the single best method growers have to maintain freshness and extend the shelf life of their fruit," said Roger Pepperl, Stemilt marketing director.

Since fruit quality and temperature are so closely related, Stemilt focuses on maintaining a tight cold chain throughout its operations. After harvest, full bins are covered with a cold foam cloth, or shade cloth, and then taken to a nearby hydrocooler. Bins are loaded in the hydrocooler and fruit is drenched with chlorinated water kept at a chilly 40°F for three to five minutes in order to remove field heat.



“Hydrocooling at the orchard is very effective,” said Pepperl. “One cycle can reduce the pulp temperature of the cherries by as much as 20 degrees.”

Once hydrocooled at the orchard, bins of cherries are transported to a Stemilt packing facility by refrigerated truck. From there, the fruit is either kept in cold storage or immediately packed, where additional cooling occurs. The last step before loading packed cherries onto a refrigerated truck for the journey to a store is to cool the fruit in tunnel rooms, kept at 25°F, which brings the fruit temperature down one last time before shipment to the desired 34°F degrees.

Maintaining a tight cold chain from farm to truck is quite a process, but worth the effort, Pepperl said. And it wouldn't be successful if it weren't for starting the process with hydrocooling right after harvest.



“The sign on our hydrocooler says it all: ‘Stemilt is providing this hydrocooler for our cherry growers to ensure a fresh, firm product to the consumer.’ Our commitment to hydrocooling and vast network of mobile units really elevates the freshness and shelf life of our cherries. We strive to grow cherries with qualities that keep consumers coming back for more, and on-site hydrocooling is an important part of helping us achieve that goal,” said Pepperl.







Stemilt Creek Winery

We love our Wine Club Members!



Jan and Kyle Mathison reserve the very best of their wines and hospitality for the members of Stemilt Creek Winery Wine Club. Join us as a wine club member and celebrate the joy of fine wine, good friends, and passion for life! As a member for our wine club you receive the following:

- A generous 30% Savings on each Wine Club Release
- 6 bottles of wine shipped 2 times per year (Spring and Fall Wine Club Release)
- 20% off case purchases throughout the year
- 10% off wine purchases throughout the year
- Only wine club members can order from our Library Selection Wines
- Wine Club Members get first rights on available new releases
- Monthly Newsletter
- Invitation to Wine Club Party for Fall Release
- To sign up for the Stemilt Creek Winery Wine club contact:

winery@stemiltcreekwinery.com*

*Due to Shipping Laws, not all states are open for shipping wine.

Please contact us at winery@stemiltcreekwinery.com for availability in your state.





It is with great pride that we honor the pioneers who came before us through our wines at Stemilt Creek Winery. Our site-specific wines are harvested near the land planted in the late 1800's by homestead pioneer, Thomas Cyle Mathison. Jan Mathison, our winemaker, lovingly crafts the wines using grapes that Kyle Mathison grows on the same land that his

family has cultivated for over a century. The winemaking style tends to build the wine with brawny tannins to shoulder earthy flavors evident in the unique terrain of Stemilt Hill including the use of Kyle's World Famous Compost. Collectively, Stemilt Creek wines exude brawny characteristics consistently in a coherent full-bodied and lasting flavor much like the intriguing story of the Mathison family legacy.



A Day's Work - Honors Scottish Pioneer, Thomas Cyle Mathison - A Day's Work's flavor, structure, and finish can be summed up in the powerful story behind homestead pioneer, Thomas Cyle Mathison. Seizing opportunity to own land, he declared in a strong Scottish accent, "That I cometh to this land with nothing but a days work in me hans." These mighty hands dug ditches, mined for gold, and ultimately planted the seeds for the one of the largest fruit companies in the world. His robust spirit harmonizes with the boldness of this Bordeaux style blend with sturdy structure and a black cherry finish!

Boss Lady - AJ Mathison - Spectacular spice balances with a mouthful of black-strap molasses which is held up by a mineral note resembling flint - this wine is dazzling. All full of electricity and pizzazz which dances across the tongue for a long, satisfying finish sure to leave a lasting impression. Don't let all the fun fool you. AJ Mathison, known as Boss Lady, had a fiery fortitude and passion for family and the land. There is a serious side to this 2nd vintage of "Boss Lady" with sturdy tannins, toasted oak, and full flavor finish. Enjoy a sip and let your taste buds tango.

Caring Passion - TK Mathison - Passionate. Caring. Focused. Anyone who ever met TK instantly recognized his genuine personality. He introduced himself with confident honesty and finesse - never hiding a thing - he never had to. He knew who he was. His crew and their families knew he cared about them as much as the work and the land. This 2nd vintage of "Caring Passion" resembles that trait introducing itself with pure Merlot characteristics: soft tannins, ripe red cherry, coffee bean, and cassis with a hint of vanilla oak backing up the fruit. Just what a Merlot should be - comfortable - just like TK. Sit with it a while and enjoy.

8 hot retail trends for 2013



1) Nutrition moves in the right direction: Michelle Obama's "Let's Move" campaign is changing the way we look at food. Our industry's "More Matters" campaign does a great job of supporting the message. Retailers are adding nutritionists/dieticians to stores and headquarters rapidly to help consumers find answers with foods. Hope for increased produce consumption is now here!

2) Sustainability is even hotter of a button: Food is more attractive from producers that have a green footprint. Plastic bags are leaving supermarkets in urban areas and cooling systems, fuel savings, and treating people well are all main subjects.

3) Food is now available in so many market channels: People can buy their food from a variety of places - traditional supermarkets, hypermarkets, neighborhood stores, online home delivery, discounters, convenience stores, and drug stores. What's next?

4) Local and Locale are still hot: People want to know who grew their food. Farmer markets are popping up everywhere and the established ones are getting bigger. This helps all of us by exposing people to fresh foods that increase consumption and good eating habits.

5) Unique wellness programs coming: Insurance providers are now trying to influence and incentivize their members to buy fresh, healthy foods in order to reduce/lower claims.

6) Flavor is king in the supermarkets: New items are coming to market rapidly and they are all based on flavor and texture because that is what consumers want.

7) The retail map is changing: Ethnicity, demographics and geographic diversity are changing the retail map. Asian formats, Hispanic formats, urban lifestyle stores, and value stores are adding diversity to the produce channels. This creates demand for different grades, sizes, and varieties.

8) Social media is here to stay: Retailers have millions of people that are connected to communicating with them. Facebook, Twitter and Pinterest are flourishing in this system. Food bloggers are bringing food to consumers in a personal way. These are all good things and growers will follow quickly with more interaction to create branding opportunities for their products.



facebook.com/Stemilt



twitter.com/Stemilt



pinterest.com/stemilt



stemilt.com/blog



youtube.com/user/Stemilt



Partner with PBH

... for a great return on your investment

Produce for Better Health Foundation is a recognized leader in consumer marketing related to fruits and veggies. We have award-winning websites and cutting-edge research to help you reach the consumer and grow your business!!

Start enjoying the value-added benefits of belonging to PBH! For information about becoming a donor, contact Toni Eaton at teaton@PBHFoundation.org

Produce for Better Health Foundation
7465 Lancaster Pike, Suite J, 2nd floor, Hockessin, DE 19707
teaton@pbhfoundation.org • 302.235.2329
www.PBHFoundation.org





WORLD FAMOUS PEARS





Lil Snappers™

kid size fruit

Tasty, snappy and perfectly sized apples and pears!



Scan Me!

QR codes are featured on bins and POS signage to help educate and engage consumers.



9/3lb bag



display shipper



display bin



multiple varieties

Bring us in,
sell us out!



TRADE

CONSUMER

- Dramatic test market results
- Great for in-and-out promos
- Great for satellite displays
- Multiple varieties for continuous promos
- 9/3lb display-ready box
- More bags per pallet than traditional 12/3 bag cartons
- Built-in signage via printed lid
- Display bin option
- Attracts kids and moms

- Fun and healthy choice
- Resealable bag
- Encourages snacking, even in the fridge
- Impulsive kid-friendly graphics
- Best eating varieties for kids
- Perfect size for small hands & mouths
- PBH More Matters logo product
- QR code for consumer engagement

Call us today! 509.662.9667



WORLD FAMOUS CHERRIES

