

Clearspring

Organic Orange Fruit Spread – an amazing new flavour!

Line extension: Reformulated and repackaged

PRESS RELEASE MAY 2011

Clearspring has just launched a new orange flavour to its existing range of organic fruit spreads. Its refreshing flavour, fine cut zest and beautiful colour capture the high quality of the fresh, juicy Mediterranean oranges from which they are made. It's good enough to rival the best traditional marmalades!

Clearspring fruit spreads have a wonderful full-bodied, fresh fruit flavour without any added refined sugar, colours or artificial preservatives. Each variety is made using at least 50% certified organic fruit and the remainder is just fruit juice. Sea vegetable extract is added to just four of the varieties (apricot, strawberry, cherry and raspberry) in order to balance the fruit acidity and enable the fruit pectin to set. Delicious spread on bread or toast, as a glaze on cakes or simply as a topping on a bowl of plain yoghurt with muesli.

By avoiding added refined sugar the calorific content of these spreads is significantly reduced. "Our fruit spreads fall outside of the legal definition - this is a fact of which we are very proud", said Christopher.

There are 5 other flavours in the range; Strawberry, Blueberry, Raspberry, Cherry and Apricot, all expertly made in France to ensure that the full flavour and natural colour of the fruit is carefully preserved.

Unique selling points

- No added sugar or agave syrup
- No acidity regulator
- Sweetened with fruit juice concentrate
- More than 50% fruit, the rest is fruit juice and a touch of sea vegetable extract in four of the varieties



Clearspring organic Orange fruit spread

RSP: £2.79 for 300g

RSP of the other flavours (strawberry, raspberry, apricot, blueberry and cherry) range from £2.99 to £3.39.

If you would like images, samples or more information, please do not hesitate to get in touch with Margreet Westerhuis on margreet@clearspring.co.uk or call mobile +44 (0)791 782 3252. You can also find more information on our website; <http://www.clearspring.co.uk>

Clearspring



Available in independent health food stores and selected multiple retailers. Please see <http://www.clearspring.co.uk/stockists> for our total distributor network.

ENDS

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Notes to editors

Clearspring is a privately owned UK company established in the 1980's to distribute great-tasting foods that support good health, promote sustainable agriculture; and provide economic stability for producer communities.

You will find that each of our food products has a distinct flavour and quality that comes from using the finest quality ingredients and respecting local food traditions. We always work directly with our producers, building long-term partnerships of ethical trade that support sustainable organic farming and benefit local communities.

There are two distinct groups of products at Clearspring: Authentic Japanese products which have been developed over the centuries by master artisan producers as well as a European organic range which consist of premium organic foods produced by dedicated specialists.



Japanese range

European Range

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All Clearspring products adhere to the Brand Promise

- Organic / premium quality Japanese / Oriental and European foods.
- Authentic and traditional recipes developed by master artisan producers.
- 100% vegetarian and vegan foods and ingredients.
- Wholesome and great tasting daily foods for optimum nutrition.
- No artificial additives, MSG, colourings, preservatives or added refined sugar.
- Ethically sourced foods which support producer communities.
- Made using environmentally sustainable and non-GM ingredients.

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