

# Clearspring

## Clearspring Organic Fruit Spreads get a new look & improved recipe

Re-formulated, Re-packaged, Re-launched.

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Clearspring's delicious range of organic fruit spreads have been transformed by improving the flavour and replacing the gelling catalyst calcium citrate with sea vegetable powder as a cleaner more natural alternative. They have also been given contemporary new packaging, designed to dramatically increase their shelf appeal and convey a clear message of the products high quality credentials.

Christopher Dawson Founder of Clearspring said, "Our ambition is to continually raise the profile of our values, our products and our brand. Re-defining our packaging has allowed us to retain customer familiarity while at the same time attracting new sales and new outlets. Our spreads are one of the last products to undergo this transformation. The bigger, brighter, bolder design shouts about our message, it really does have shelf presence".



Clearspring fruit spreads have a wonderful full-bodied, fresh fruit flavour without any added refined sugar, colours or artificial preservatives. We have improved the recipe by using grape juice concentrate to make them sweeter and replacing the calcium citrate with sea vegetables 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.

Available in 5 delicious flavours: Strawberry, Blueberry, Raspberry, Cherry and Apricot, Clearspring fruit spreads are expertly made in France to ensure that the full flavour and natural colour of the fruit is carefully preserved. Each variety is made using at least 50% certified organic fruit and fruit juices, the other 50% is made of fruit juices. By avoiding added refined sugar their calorific content is significantly reduced. "Our fruit spreads fall outside of the legal definition of a jam - this is a fact of which we are very proud", said Christopher.

This attractive, eye catching new look is rolling out to stores in the beginning of January 2011. For more information about local stockists please go to our website [www.clearspring.co.uk](http://www.clearspring.co.uk)

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](mailto: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>

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5 flavours: Raspberry, Apricot, Cherry, Blueberry and Strawberry.

### Ends ###

## 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 specialist



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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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