

# A Letter from our CEO



## *Quarterly Note*

*Jake Samuel, CEO Sunrise Fresh Dried Fruit*

Hello Everyone,

Here at Sunrise Fresh – it's Back to School and Back to Work.

There is a saying that you can be 'condemned to live in interesting times, and it sure looks like that's where we are.

We've passed Labor Day, and it's still 100+ degrees outside – we have rolling power outages and huge wildfires. Surely, the 7-year flood is around the corner... Which we would all probably welcome at this point!

Of course, it's not that bad. We have finished an interesting season of cherry and blueberry harvest. Some growing regions had less than average yield, and others had an average crop. The plus side to this was the crop quality is superb! This year's crop has yielded us enough fruit to run into the 2023 new crop year but with some shortfall potential. The frost at the beginning of the year and drought leading into this 22 growing season is the main culprit of a short crop this year. Most, if not all, tree crops in CA have seen shorter yields this season. Here we are into September with these hot temps, which has stressed the trees of our tree nuts crops. We are passing halfway with almonds, and walnuts are around the corner.

I am beyond grateful that we are nearing the post-pandemic age as our customers have survived the ups and down, and our consumers continue to purchase our products.

This year, we also experienced severe price increases – as you did. But it seemed to come from all sides at once – fertilizer and inputs on the farm, gas and diesel, fiber and wood, film for our bags – and worst of all, transportation costs simply multiplying. So although we had held the line on our pricing for some time, we had to face the inevitable and take some increases across the board.

As we round out Q3, things have calmed down slightly as the word inflation hasn't been on everyone's mind. So as we close out the quarter, most of our suppliers are confident that pricing can hold through Q4 – when maybe we can take a breath and calm down a little.

Meantime, this is the season that our business, whether supplying ingredients to larger manufacturers or selling to Moms on Amazon, begins to pick up.

For Sunrise, it's time to changeover from 2021 'crop' to 2022. Each year, our fruits have slightly different characteristics – after all, they are living things, not something that can be 'manufactured,' so the sizing and, to a certain extent and even taste can vary. This is what makes our fruits so unique, being that they are all-natural fruit and no one season, no one piece of fruit is the same.

So our company is ever so looking forward to Fall – and to the Holidays – as we continue to grow our business and offer additional products and services to our loyal customers – whether giant food companies, Executive Chefs, or Amazon shoppers. So please read on to hear about our new Snack Pack line – and spend some time in our QC Department – and we'll talk to you in November!

***Jake Samuel***

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## **Frequently Asked Questions**



### **Frequently Asked Questions When Choosing Your Dried Fruit Provider**

Here at Sunrise Fresh, we get a lot of questions. They come in by phone, email, thru the website, and even Social Media. We think it's because we are a premier supplier of dried fruits to the industry and the 'go-to' provider for many of our customers.

If you are looking to purchase larger quantities of dried fruit and want to

establish a relationship with a provider, we've developed a list of FAQ's that we think you should ask - us or any other purveyor of ingredient-quality dried fruits. Here's one of the most popular:

**In what quantities do you sell your fruits, and what is your MOQ (Minimum Order Quantity)?**

Not all producers can accommodate order quantities for smaller businesses or foodservice applications. Many only sell by the truckload or 'full pallets' - which may or may not work for you. If you are cooking for 1 restaurant or hotel, for instance, you won't need a truckload - but depending upon the usage, you may need only 20 or 30 pounds.

At Sunrise Fresh, we can supply you with everything from Snack Packs (individual 1 oz. packages), multi-serve re-sealable bags up to 2 lbs., boxed products (with re-sealable bags inside) from 4 lbs. To 20 Lbs., half-pallets, full pallets - and only if you need them - a truckload!!

Our MOQ (Minimum Order Quantity) is 200 lbs/per order, and you are welcome to contact our Solutions Team at: [Sales@sunrisefresh.com](mailto:Sales@sunrisefresh.com)



We'll be adding more Q&A in future newsletters, and if you'd like to see the full list, please visit our website, [“FAQ's for Fruit Providers”](#). If you have specific inquiries you'd like answered, please send a note to: [Info@Sunrisefresh.com](mailto:Info@Sunrisefresh.com)

## The Little Superfruit That Could!



And does! Yes, the Blueberry is a small – but powerful ‘superfruit’ that packs a lot of things into a round, bluish-purple little berry.

They are a great source of vitamins, minerals – and fiber! They also overperform in antioxidants – and are totally heart-healthy.

In fact, blueberries are one of the best sources of antioxidants of all plants – and on top of all that, they taste so good!

Blueberries are also recommended for treating High Cholesterol and High Blood Pressure, as well as in the control of diabetes, as they help reduce fasting blood sugars and improve insulin sensitivity. Yes, the little ‘Superfruit that could’ is even being touted as having more good stuff in it than any other conventional fruit we consume!

Here at Sunrise Fresh, we love our blueberries, and we’ll continue to dry our berries right from fresh – no freezing or IQF here! Only the finest quality berries out there preserving as much of the color, flavor, and healthy goodness we can without any added sugars or sweeteners.

For more information, please visit our website: [How Good Are Blueberries for You?](#)



*“Just the Fruit... And Nothing Else!”*



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## Team Member Spotlight



### ERIC SANINO - Director of Food Safety

**Q:** When did you start at Sunrise Fresh?

**E:** I have been at Sunrise Fresh for 5 years.

**Q:** What is your favorite product?

**E:** My favorite product is the SJ Blend or rainier dried cherries.

**Q:** Do you have a special way that you use Sunrise Fresh dried fruit?

**E:** I eat Sunrise Fresh fruit as god intended... Just fruit and nothing else! 😊

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**Q:** Tell us about your work. What do you like best about your job?

**E:** I am the Food Safety and Quality Assurance Manager. Taking care of QC and regulatory compliance. I would say the most fun part about the job is how we are basically defining a completely new food commodity in a lot of different areas of commerce. When I first started, I would have called dried sweet cherries with no sugar added a niche commodity, today I would call it the next raisin!

**Q:** What do you like to do when you are not working?

**E:** My spare time is spent working in my garden, walking and playing with my dogs, bowling league, true crime podcasts, and cooking old family recipes. When football season rolls around, Sundays are exclusively dedicated to the NFL.

**Q:** Tell me a fun fact or two.

**E:** For the last year, I have been learning how to frame and hang artwork for my Uncles art studio/personal framing business, and just last month, we started the process of restoring my Nonos (grandfather) 1974 El Camino Classic.



**Look What's New!**

**More Convenient Snack Packs Now Available!!!**

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As we get back to school and back to work – Sunrise Fresh has more choices for you with our new Snack Packs! In addition to our popular Dried Sweet Cherries, you can now get Peaches, Pears, and our exciting new fruit/nut mix, San Joaquin Blend –combining cherries, roasted walnuts, and just a dash of Himalayan Pink Salt.

“We’re really glad to be able to extend our line...” said Sunrise Fresh Chief Sales Officer, Case Samuel, “ and give our customers what they’ve been asking for – great tasting, no sugar-added fruits in a single-serve pack. They’re perfect for lunch boxes or just putting in your pocket for a little on-the-go snack.”

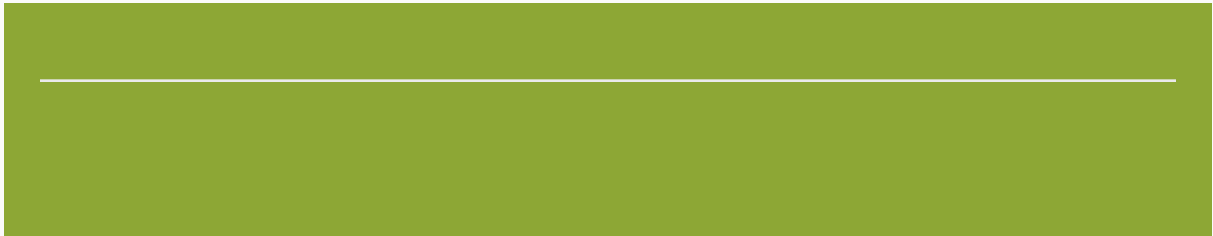
Dried Peaches, Pears, and Cherries all come in 1 oz. pouches, while the San Joaquin Blend comes in the 2.5 oz bag. They are available in 12-count Master Packs or 30-count cases, both available on Amazon.com or at the Sunrise Fresh Webstore. Other quantities are available upon request.



“With the trend in healthy snacking continuing,” Samuel continued, “...these

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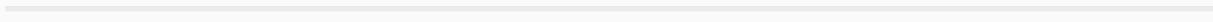
new 'Snack Packs' should be as popular as our Dried Sweet Cherries have been, and we're looking at adding Blueberries and Tart Apples later this year!"



**Ready For Fall? This delicious Apple Granola is the perfect way to start your morning.**



[Check out the Recipe Here](#)



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**Current lead time for orders placed with Sunrise Fresh is 6 weeks. Please take that into consideration when planning for your future projects so we can do our best to serve you!**

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