



Jake's Take

Hello to all our Customers, Suppliers, and Friends. Welcome to the most exciting time of the year – Cherry Harvest.

Because our family are also growers of these amazing fruits, we are always anxiously excited around this time of year. And naturally, we want to share with all of you – where things are going

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This year, my brother Case, who is the Chief Sales Officer, has added a series of ‘Crop Reports’ talking about the status of the Cherry Crop and the upcoming Harvest. Even with the delayed harvest due to the extremely wet winter, we are still busy here at the facility. Over the last few months, we have added team members, so we have been busy onboarding and adding new processes.

In addition to our new team members, we are in some exciting R&D on some new fruits to offer all of you. As we grow, it is important to us that we maintain our goal of offering personal and professional customer service.

As always, our fruit quality is our number one focus as we start the season and expand our product lines – more to come on this exciting news. This includes not only adding new fruits but also expanding our offerings for our branded products. Check out our new 1-lb offering on our other fruits.

While I love our growth, but I have to admit, I miss being on a tractor at harvest time!



Jake Samuel
CEO Sunrise Fresh

Q2 2023 Crop Update

We're taking a quick look at our Cherry Crop for this year – just as the first trees are being picked. The California crop estimate is 8.3 million 18lb cartons. At

Sunrise Fresh, we are expecting very high-quality cherries to dry this year.

We are estimating drying season to begin around the 22nd of May and lasting into late June, with most dark sweet varieties being harvested late. With ample crop yield, however, we expect to be drying some very high-quality fruit.

With a later drying season start, we anticipate starting with coral champagne varieties and Rainiers. Moving into Bings and later dark sweets in the 2nd and 3rd weeks in June. Although the season has started slowly, early varieties are already being picked in Arvin, Wesley, and Lodi. All three growing regions this year will be harvested for the first time together.



We anticipate drawing 10 to 15 truckloads of fruit per day starting the week of the 26th of May. We are also expecting higher bricks (sugar level) than normal due to the delayed growing season and how long the fruit has been hanging on the trees.

Pricing for fruit has been established at a good rate this year, and we expect no price increases for the 2023 crop. Overall, we are very optimistic about this year's Fruit quality and drying season.

Case Samuel, Chief Sales Officer



Spring Has Sprung – And so Have the Savings!!

As we roll into Cherry Harvest – there are a lot of things in bloom out there!! (And your allergies, know it!!) But it's a cause to celebrate, and we'd love to get you to visit our Sunrise Fresh Website and our so-easy-to-use [Webstore!](#)

We've added some new features and information on [the site](#), including the background behind the Upcycled Foods Association and why we upcycle here - and have for years. You can also get great info on substituting dried fruits for fresh in baking – and get your most [Frequently Asked Questions](#) answered!!

You can also purchase bulk sizes of all of our fruits and have them shipped to your home, business – or you can drop by and pick them up! Give it a try – and we'll give you 10% off your purchase!!

Just use the code: [springfling23](#) at checkout.

Premier supplier in the country of unsweetened, no preservative, no added sugar dried fruits



[About](#)



**Bing Cherries | Bulk,
Foodservice & Resale**

From
\$39.99

Sunrise Fresh Dried Fruit

[View](#)



**Dark Sweet Cherries | Bulk,
Foodservice & Resale**

From
\$39.99

Sunrise Fresh Dried Fruit

[View](#)



**California Blueberries 10lb
| Bulk, Foodservice &
Resale**

\$109.99

Sunrise Fresh Dried Fruit

[View](#)

**Good on a one-time purchase; Offer ends June 30th, 2023

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, through 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:

Where Does Your Fruit Come From?

This is a question we get a lot, and although an easy question to ask, it is not always easy to answer. Fruit is grown all over the globe – under different conditions and farming practices, which yields varying quantities and quality of fruits.

Even the drying and dehydrating methods differ – and preservation measures widely vary – including the use of sulfites and other preservatives, which we never use at Sunrise Fresh.

We've made a commitment that in producing our Sunrise Fresh branded consumer products, we use only raw fruits grown in the U.S.A., and

generally, that means primarily California-grown fruit with some coming from growers in Oregon, Idaho, and Washington State- all of which meet our stringent standards. You'll see the 'Product of USA' certification on all our bagged products!



For some of our larger wholesale customers, we have also sourced fruits from Mexico and South America – from trusted suppliers – and because some of these countries are counter-seasonal, we can ship fruit to them in their winter and we can import theirs when our 'crop' has been exhausted. If you think your company will need larger quantities in the off-season, we'd love to have you sample some fruit from our Global Sourcing Partners.

If you'd like to know more about where our fruits are grown and/or processed, please feel free to contact us: at solutions@sunrisefresh.com, and we'll get right back to you!

New Product Spotlight

Hello to '1- Pounders' !!



Please welcome some awesome new products to the Sunrise Fresh family: 1 Pounders!

For all of you who have been asking for larger bags of our most popular

fruits, we present 1 Pounders – 16 oz. re-sealable bags of tasty goodness – available now on [Amazon.com](https://www.amazon.com).

Yes, we've had 16 oz. packages of our cherries – both Dark Sweet and Rainiers, for years, but over time, you've asked us to consider adding out other fruits to this line-up – for families, for larger recipes – and of course, for our Foodservice Professionals. Now available at Amazon.com and Amazon B2B – we have Blueberries, Peaches, Pears, and Tart Apples!! These will be joined by Sweet Apples soon! More the merrier, and Prime eligible – try them today!!!

Enjoy the Taste of Spring

Pear Sangria



[Check out the Recipe Here](#)
