

FACT SHEET

Revised: 12/8/04

OLD ORCHARD® BRAND JUICES

Fruit juice provides a healthy, natural way to replenish the body's essential minerals and vitamins. All Old Orchard® juices use only natural ingredients, no artificial dyes and are preservative-free.

Old Orchard:

- Provides more blended juice choices than any other fruit juice maker.
- Is the largest user of the Aronia Berry in the United States. The Aronia Berry is a natural coloring that has several health benefits including more antioxidants than the cranberry.
- Is the nation's third largest frozen juice producer and fifth largest bottled juice company.
- Fruit juices can help meet the recommended five servings of fruit each day. Each 8-oz. serving of Old Orchard 100-percent juice counts as one serving of fruit and provides 100 percent or more of the daily recommended value of vitamin C.
- Produces its juices at its headquarters in Sparta, Michigan, and a second facility in _____, California.

Old Orchard Bottled Juices:

- Are available in 45 juice varieties in 32 flavors including 100-percent fruit juices, fruit juice cocktails, reduced calorie fruit juice cocktails and USDA certified organic juices.
- Come in three convenient sizes: 10-oz. single-serve plastic bottles, 64-oz. economy size and the family-size 128-oz. recyclable plastic jug.
- Include a line of USDA Certified Organic 100-percent fruit juices in 64-oz. bottles.
- Come in a reduced calorie fruit juice cocktail line called Healthy Balance, and contain 20-30 percent juice and 75 percent fewer calories, carbohydrates and sugar than traditional fruit juices.
- Are available in 10 different 100-percent fruit juices in 10-oz., 64-oz. and 128-oz. bottles.
- Include 15 unique fruit juice cocktails and blends in 64-oz. and 128-oz. bottles.
- Have achieved the highest level of Kosher certification.
- Are produced at a rate of up to 280 bottles of juice per minute and approximately 55 million bottles of juice are made each year.

Old Orchard Juices from Frozen Concentrate:

- Are available in the largest variety of 100-percent juices packaged in recyclable, microwave-safe plastic containers for easy thawing and mess-free handling.
- Come in a recyclable, 12-oz. plastic container and make 48 oz. of juice.
- Maintains its vitamin C content unlike bottled juices, which can lose 60–70 percent of the vitamin C value within 1 to 2 weeks after opening.
- Include three nonalcoholic mixers — Strawberry Daiquiri, Margarita and Piña Colada.
- Is produced at a rate of up to 650 frozen containers of juice per minute and Old Orchard makes approximately 45 million units of frozen concentrate annually.

- more -

OLD ORCHARD BRAND FLAVORS AND PACKAGING (C) = Fruit Juice Cocktail (CF) = Calcium Fortified (HB) = Healthy Balance	100% Juice	Fruit Juice Cocktail	Healthy Balance (HB)	USDA Organic 100% JUICE	Nectars	64-oz. Bottle	128-oz. Bottle	10-Oz. Single Serving	Frozen Concentrate
	Apple								CF
Apple Berry Blend									
Apple Cherry		C						CF	
Apple Cider									
Apple Cranberry		C	C					CF	
Apple Cranberry Grape									
Apple Kiwi Strawberry		C	C					HB	
Apple Passion Mango		C							
Apple Peach Mango									
Apple Raspberry			C						
Apple Red Raspberry									
Apple Strawberry Banana		C							
Apple Wild Cherry									
Cranberry		C	C						
Cranberry Blend		C	C						
Cranberry Grape		C	C						
Cranberry Raspberry		C	C						
Fruit Punch		C							
Grape - Purple			C					HB	
Grape - White									
Grapefruit - Ruby Red		C	C						
Lemonade		C							C
Lemonade - Pink		C							C
Lemonade - Raspberry		C							C
Limeade		C							C
Mango					C				
Orange Juice									CF
Orange Pineapple					C				
Papaya					C				
Pineapple									
Pineapple Orange									
Pineapple Orange Banana									
Red Raspberry									
White Cranberry			C						
NUMBER OF VARIETIES:	10	15	10	4	3	32	3	5	22