

MEDIA RELEASE

14 November 2013

NEW BRAND ANNOUNCEMENT FOR PARADISE FRUITS AND THE JAHNCKE GROUP

Hall 8, stand F33 Food Ingredients Europe, Messe Frankfurt, Germany, 19 – 21 November 2013

The Jahncke Group - including Paradiesfrucht, Unterelbe-Frucht (Paradies Früchte), Chlodnia Lukov and Paradiesgarten - has today announced a rebrand under the shared identity of 'Paradise Fruits by Jahncke'.

The companies, which are independently owned and operated by the Jahncke Group, have decided to market their products and services under a joint brand identity in response to a broadening global footprint and a desire to streamline its market identity.

"We've built a certain amount of market equity for the Paradiesfrucht and Paradies Früchte brands within Germany and abroad, but we realised that for future growth we needed to align our global market identity," says fifth generation CEO, Kurt Jahncke.

This new brand direction also reflects a global market need for a broader fruit solutions partner.

"With the breadth of our product portfolio and processing technologies, we are able to offer our customers the right solution for their new projects or applications. Whether it is a highly customised, soft fruit granulate or locally sourced freeze-dried strawberries our team of specialists are available," says Jahncke.

Under the 'Paradise Fruits by Jahncke' umbrella, the companies will operate under four distinctive business brands:

- Paradise Fruits Solutions (Unterelbe-Frucht) specialises in the design and delivery of high fruit, low water activity fruit ingredients and customised solutions including ready-to-eat snacking products.
- Paradise Fruits Freeze-Dried (Paradiesfrucht) is a leading European supplier of freeze-dried fruit and speciality items for all aspects of the food industry.
- Paradise Fruits Frozen (Chlodnia Lukow) are IQF and cool store specialists.
- Paradise Garden (Paradiesgarten) specialises in the global sourcing and supply of freeze dried herbs, spices, vegetables and other speciality culinary ingredients which compliments the ingredient offering from Paradise Fruits.

By adopting an English name doesn't mean the companies are forgetting their German heritage.

"We pride ourselves on our ability to listen and work with our customers, and we stand by our traditional German values of reliability and integrity, which is why we've kept our name in the brand," says Jahncke.

The new 'Paradise Fruits by Jahncke' brand will be officially launched at the Food Ingredients Europe trade show 19-21 November 2013 and the companies look forward to welcoming visitors to their booth Hall 8, stand F33.

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Editors' Notes

Paradise Fruits Solutions (was Untereibe-Frucht) specialises in low moisture, high fruit ingredient pieces, pastes and shapes utilising a low-heat concentration process. New products on display at FIE 2013 include "Fruit Juice Drops" which are made from up to 80% fruit juice and feature a unique half-round shape.

Paradise Fruits Freeze-Dried (Paradiesfrucht GmbH) offers a complete range of freeze-dried whole fruits, slices, dices and powders. Established in 2003, the company is gaining an international reputation for high quality, European sourced products. Innovations being launched at FIE 2013 include "Smoothee Bites" which combine both fruit and dairy ingredients to form snack-ready shapes.

Paradise Fruits Frozen (Chlodnia Lukow) is an IQF specialist that was initially set up to supply high quality raw materials to both the Freezed-Dried and Solutions businesses. It is now a leading supplier to the wider food industry.

Paradise Garden (Paradiesgarten) is the forth company in the group and it specialises in culinary ingredients from vegetables, herbs and spices to meats, dairy and seafood in freeze-dried formats.

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