



**NEWS RELEASE**

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## **Winners of the 2015 United Fresh New Product Awards Announced**

WASHINGTON, D.C. (June 10, 2015) – United Fresh this week announced the winners of the 2015 New Product Awards in five categories from a record 45 fresh fruit and vegetable innovations finalists at United Fresh 2015 in Chicago.

“We’re excited to announce the winners of the 2015 New Product Awards. Of the record 45 finalists, the five winners exemplify exceptional ingenuity in fresh produce,” said John Toner, United’s Vice President of Convention & Industry Collaboration.

“New products like these are an essential element of the success of the fresh and fresh-cut produce industry, said Tom Stenzel, United’s President and CEO. “Our member companies bring foresight about market trends and emerging technologies, and then apply creative ideas to capitalize on those trends, which contributes to the growth and profitability of our entire industry.”

**The 2015 New Product Award Winners are:**

**Best New Food Safety Solution**

GO Lux, Locus Traxx Worldwide

**Best New Fruit Product**

Naturipe’s New “On-the-Go” Fresh Blueberry Mix, Naturipe Farms, LLC

**Best New Packaging**

ReadyRipe Watermelon Pouch, Maglio & Company

**Best New Packing/Processing Equipment**

Watermelon Peeler Chunker, ABL

**Best New Vegetable Product**

SUNSET® Flavor Bombs Cherry Tomatoes, Mastronardi Produce/ SUNSET®

The New Product Awards were voted on by attendees throughout the two days of United Fresh 2015 in Chicago. The winner in each category was determined by total votes received as of 2:00 p.m. Wednesday, June 10 and announced at the United Fresh Membership booth at 3:00 p.m.

For more information about the New Product Awards Competition contact [John Toner](#), Vice President, Convention & Industry Collaboration, at 202-303-3424.

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### **About United Fresh Produce Association**

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.