



Contact:
John D.
Wankewicz
Decas Cranberry Products, Inc.
508-866-8506
johnw@decascranberry.com

For Immediate Release

DECAS CRANBERRY PRODUCTS, INC. BLUCRANS® ALL NATURAL BLUEBERRY INFUSED SWEETENED DRIED WHOLE CRANBERRIES WINS 2009 SUPERIOR TASTE AWARD.

Leading Cranberry Ingredient Provider is awarded Superior Taste Award by the International Taste & Quality Institute (iTQi) for its Blucrans®.

CARVER, Massachusetts (June 15, 2009) –Decas Cranberry Products, Inc. (DCP), the largest independently-owned cranberry ingredient company in the world, today announced that Blucrans® All Natural Blueberry Infused Sweetened Dried Whole Cranberry (SDC) have been recognized for its outstanding taste by iTQi (International Taste & Quality Institute) an association of chefs and sommeliers.

Blucrans® were developed for consumers who want the health benefits of both blueberries and cranberries. This 100% all natural product contains real blueberry juice infused into a dried whole cranberry. The health benefits of these two Super-fruits are well known to consumers and are now incorporated into a great tasting dried cranberry product. One serving (40 grams) of Bluecrans® contain the Type A - Proanthocyanidin equivalent of 1 glass of cranberry juice cocktail and the juice equivalent of 20 fresh blueberries.

Blucrans® are a flagship product in Decas' expanding line of Fruitaceuticals® enhanced dried cranberries including: Pomacrans®, Omegacrans® and Grapecrans™. These products have been developed to meet increasing consumer demand for healthy, naturally-sourced foods.

Applications for the new premium products include, but are not limited to, healthy snacks, cereals, dry fruit mixes, bars, cookies, breads and desserts.

“There is strong market interest in antioxidant-rich healthy food products that are all natural and provide consumers with tasty, convenient fruit based alternatives,” said John Wankewicz, Director of Sales & Marketing for DCP. “We developed this unique product to meet growing consumer demand for all natural, real fruit products that offer real health benefits. This product has a wholesome ingredient list including: cranberries, blueberry juice, evaporated cane juice, blueberry extract natural flavors and safflower oil. This product also provides customers with a natural cost effective alternative to dried whole blueberries.”

Decas Premium SDCs have been shown to contain high levels of Type A – Proanthocyanidins (PAC), a powerful anti-oxidant that also has anti-adhesion characteristics helpful in fighting certain harmful bacteria. The addition of real blueberry juice and blueberry extract further enhances this already healthy dried fruit.

About Fruitaceuticals®

Fruitaceuticals® are an exciting new line of premium, all-natural, supercharged superfruit snacks introduced by Decas Cranberry Products from the Cape Cod region of Massachusetts – the heart of America’s cranberry belt.

About Decas Cranberry Products Inc.

Founded in 1934 and headquartered in Carver, Massachusetts, Decas Cranberry Products, Inc. is the largest independently owned cranberry ingredient company in the world. As *The Cranberry Ingredient Experts*, Decas supplies premium cranberry products to consumers, retailers and the food industry around the globe. For additional information, visit www.decascranberry.com.

About iTQi

The iTQi is the world’s leading organization dedicated to judging, honoring and promoting superior tasting food and beverage products with juries composed of famous European Chefs, beverage experts and Sommeliers. The Superior Taste Award, granted by iTQi, provides independent confirmation concerning a product’s taste and ultimately its marketability. For additional information, visit www.itqi.org.

