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## **Pssst...Have You Heard the News?**

### **Fruchi is New AND Improved!**

And it's still a great option for you and your concession fund raising activities.

#### ***What's been going on with Fruchi?***

Earlier this year, Fruchi entered into a partnership with another Minnesota-based company, Schwan's. This partnership has enabled Fruchi to expand its distribution, create new flavors, and offer a truly all-natural product! So, what does this mean for our fundraising customers? It means that you still have the ability to sell a truly innovative product that both kids and parents love.



Fruchi still comes in the 8-oz pouch that requires no equipment or preparation on your part. Kids will love the smooth texture and the ridiculously great taste, and parents will continue to love these awesome healthy benefits:

- Full fruit serving
- "All Natural" goodness
- 100% Daily Vitamin C

- Little or no fat, sodium or cholesterol
- Chock full of antioxidants
- Only 130-140 calories per pouch

Fruchi still is available in four flavors, but the names have changed:

- \* Island Splash –formerly Caribbean Craze
- \* Raspberry Rush—formerly Raz-Pizzazz
- \* Berry Blast—formerly Berry Blitz
- \* Strawberry Banana—this one is all new, and will quickly become our favorite!



### **New Pricing!!!**

We are really excited to roll out a new, LOWER price to you! We are pricing Fruchi at \$1.25/unit in a case of 24, which means an even greater profit for you! This represents a \$.25/unit reduction for you on this case size.

### **Order Information**

Fruchis will now be packed in 24-unit cases and can be picked up at the Schwan's Depot, located in Maple Grove (11180 86<sup>th</sup> Avenue North. [Click here for a map](#)). There is a minimum order of 2 cases, and each case contains all of the same flavor. Pick up days and hours are every Thursday and Friday, between 3:00 and 6:00 PM. We will provide more specific directions when you order, but it is conveniently located just north of the Maple Grove mall area.

Please note—orders must be placed no later than the day before your pick-up! And all orders must be pre-orders, as we are currently unable to fulfill drive up orders.

To place an order, simply call 1-855-4FRUCHI (1-855-437-8244) or you can email us at [info@fruchi.com](mailto:info@fruchi.com).

Signage will be provided in electronic format that you can print out and use again and again.

*And as an extra thank you for your support, we'd like to take an additional \$.10 off per unit on all orders placed and fulfilled by the end of the year. That's right, each Fruchi will cost you just \$1.15 for all orders placed and fulfilled for the rest of 2011!*



With all these changes, we need to update our website, right? You'll still be able to access [www.fruchi.com](http://www.fruchi.com) for the information you need, but please excuse us for the next month or so while the site gets a face-lift. We think the wait will be well worth it, though. The new fruchi.com site promises to provide valuable information that you can use!

We would like to thank you again for your continued support of Fruchi. We hope you are as excited about these changes as we are! We will continue to produce a high-quality product that you can feel great about offering.



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