



**Schreiber Foods
International, Inc.**

Bits & Bites

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Our endeavor in writing this quarterly newsletter is to keep our customer's sales force up to date on the trends of the products we are importing, and helpful tips on how to sell the products you are stocking. Since the world has been pretty turbulent the past number of years, we encourage you to call us if you have any questions.

If you need a sample please call Joann Longinetti and we'll get them right out to you! 1-800-631-7070 x 201;
jlonginetti@ambrosia-foods.com

Maraschino Cherries: The season for good sales of Maraschino Cherries is coming up. These brilliantly colored Cherries are ideal for ice cream, desserts, cakes, and summer cocktails! Our Cherries are firm and sweet, and best of all they are a great value. There is no USA standard for drained weight, but ours are a minimum of 62 oz., which can be much more than some others. Our Large Stem Cherries will cost your end user about \$.026 each Cherry. Our Ambrosia Stem Cherries are guaranteed to have no less than 90% of stems on!

The **pineapple** market reached very low levels last year with extremely low prices in both China and Thailand. China grows the Queen Victoria variety which is a softer texture with little 'pit' marks in it. In Thailand and Indonesia they grow Cayenne variety which is smooth and a bit firmer. Cayenne is the most preferred variety of pineapple, however due to higher labor and raw material cost, it costs more than the Chinese packs. Drought conditions in Thailand are creating severe affects on the growth of the coming summer crop and prices are advancing. Ocean freight rates are also increasing from very low levels to add to the increasing cost of pineapple. Our expectation is that there will be no easing of pineapple prices the remainder of this year.

In a similar situation, the **mushroom** market hit extremely low prices last year which discouraged farmers from growing more. The lower projection was coupled with unusually early high temperatures which cause the mushrooms to grow too big, too fast, terminating the crop. The Indian prices follow the Chinese closely and they too have come up with lower yield and higher prices. There are no official crop statistics from either major producer, but all indications are that this crop year's availability is significantly lower than last year. The crop of mushrooms is from October through February. Mushrooms will continue to escalate in cost until early fall, when carryover, and new crop can be reassessed.

All Ambrosia mushrooms are packed from fresh mushrooms which provide a better flavor. Our no. 10 mushrooms are also 68 oz. dr.wt., which is the most a no. 10 can will hold, I.E. the best value.

Balsamic Glaze: This is a new item for us. This comes from Modena, Italy like our traditional Balsamic Vinegar. Unlike other Balsamic Glazes, ours contains 90% Balsamic for a richer, more flavorful taste. Our 13.9 oz. squeeze bottle has a diaphragm top to allow a chef to apply this thick finishing condiment in an artistic manner. Balsamic Glaze is rich and sweet, and is ideal for soup, salads, meat dishes, and desserts. Call us if you'd like a sample!

Tuna: The tuna market will always fluctuate a little bit, however we don't anticipate any major swings one way or the other. If you have a volume user, a 43 oz. Pouch Pack is a great alternative to cans. The advantages are many; 1) the contents are 100% usable, no draining the brine, 2) ease of opening the pouch as opposed to opening each can, with the saving of labor costs, and 3) disposal cost are minimal as you can fit many more empty pouches into a trash container vs. cans. Our Ambrosia tuna pouch contains 43 oz. of tuna, almost the same as a drained 66.5 oz. can.

For samples, please call or e-mail Joann Longinetti
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www.ambrosia-foods.com