

MEDIA Q&A

Wish Farms Pink-A-Boo® Pineberries

Pink-A-Boo®
PINEBERRIES



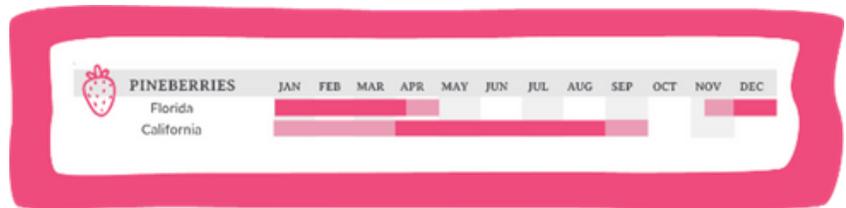
PINEBERRY FUNDAMENTALS

WHERE ARE THEY SOLD?

Wish Farms Pink-A-Boo® Pineberries are rolling out to grocery retailers across the country. Click [here](#) for a current list of area retailers carrying Pink-A-Boo Pineberries®.

WHERE ARE THEY GROWN?

Pink-A-Boo® Pineberries are grown in Duette and Plant City, Florida as well as Oxnard, Salinas, and Santa Maria, California. The Florida growing season begins in late November and runs through April. The California growing season begins in January and runs through September.



ARE THEY GENETICALLY MODIFIED (GMO) OR BIOENGINEERED (BE)?

Pink-A-Boo® Pineberries, like all Wish Farms' berries, are developed through natural, traditional breeding techniques, and do not contain any genetically modified or bioengineered organisms. In fact, Wish Farms does not grow any genetically modified products.

WHAT MAKES THEM SO NUTRITIOUS?

Pink-A-Boo® Pineberries, like all berries, are heart-healthy, have anti-inflammatory properties and may help protect against certain types of cancer. They are among the healthiest and most nutritious foods you can eat. Pink-A-Boo® Pineberries are an excellent source of vitamin C, which supports immune function. They also contain folate, which promotes brain health and can help reduce the risk of heart disease, and phosphorus, which promotes strong bones, teeth and muscle recovery.

| SERVING SIZE (AVG): 1 CUP (110G) OF PINEBERRIES | |
|---|-----|
| AVERAGE QUANTITY PER SERVING | |
| CALORIES | 45 |
| PROTEIN (G) | 1 |
| FAT, TOTAL (G) | 0 |
| -SATURATED (G) | 0 |
| CARBOHYDRATE (G) | 10 |
| -SUGARS (G) | 6 |
| SODIUM (MG) | 0 |
| POTASSIUM (MG) | 210 |
| CALCIUM (MG) | 20 |

CONTACT:

Molly Spence Sahebajami on behalf of Wish Farms
molly@moreginger.com
206-514-5094



CONSUMING & CARING FOR PINEBERRIES

HOW SHOULD THEY BE STORED?

It is best to store your Pink-A-Boo® Pineberries in the refrigerator as soon as you return from the grocery store. For optimum flavor, eat them at room temperature. Simply, rinse under cool water and remove the tops just prior to eating.

PINEBERRY HISTORY

HOW WERE THEY DISCOVERED?

Wish Farms Pink-A-Boo® Pineberries were developed by the University of Florida. They were developed through natural breeding techniques, crossing a Japanese white strawberry and a Florida red strawberry.

WHY ARE THEY CALLED PINEBERRIES?

The name traces back to the product's introduction in the UK market in 2010. It is a nod to the traces of pineapple flavor that, combined with tropical notes of strawberry, pear and apricot, give the Pink-A-Boo® Pineberries their unique taste.

WHY ARE THEY WHITE?

Pink-A-Boo® Pineberries lack the naturally occurring flavonoid, anthocyanin, that makes strawberries red.

ABOUT WISH FARMS

WHAT IS THE SIZE AND SCOPE OF THE WISH FARMS' OPERATIONS?

Wish Farms is the first national distributor of Pink-A-Boo® Pineberries, and a year-round supplier of strawberries, blueberries, blackberries and raspberries. We operate our own farms as well as partner with quality growers in key regions. Our new headquarters in Plant City, Fla. features 130,000 square feet of warehouse and features a MACS Cooler for efficient cooling, a 20,000-foot solar array and an organic blueberry farm.

HOW ARE PINK-A-BOO® PINEBERRIES HARVESTED?

Wish Farms berries are all hand-picked and harvested at the perfect time to ensure quality freshness and flavor. Throughout the season, the plants growing our Pink-A-Boo® Pineberries are picked about every three days. Pink-A-Boo® Pineberries are picked and packed in the field. Berries are checked and scanned at the quality control station. Once inspected, fruit is taken to the cooler and pre-cooled to 34 degrees.

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WISH FARMS' FOOD SAFETY MEASURES

HOW DOES WISH FARMS ENSURES THE SAFETY OF ITS BERRIES?

Wish Farms' Food Safety Program includes certification by the Global Food Safety Initiative (GFSI), the highest level in food safety management systems. The GFSI covers the Good Agricultural Practices (GAP), which includes a series of food safety checkpoints covering farm production and post-production, and Good Manufacturing Practices (GMP), which covers food safety procedures in our warehouse and coolers.

Our berry processing facilities are certified by the Food and Drug Administration's (FDA) Hazard Analysis and Critical Control Point (HACCP) management system. HACCP is a systematic approach to the identification, evaluation, and control of food safety hazards.

Wish Farms is compliant with the Produce Traceability Initiative (PTI), which implements case-level electronic traceability across our pineberry, strawberry and blueberry shipments. We have gone above and beyond this industry-driven standard and developed a patented traceability system called Berry Track™ achieving item-level produce traceability. Every product packaged by Wish Farms is labelled with a unique 16-digit code that is tied to specific information to include the grower, variety, field location, date and time of picking for the berries in that specific package.

DOES WISH FARMS ADD COLOR OR ARTIFICIALLY ENHANCE ITS BERRIES?

Absolutely not. Wish Farms does not enhance or modify the color of our berries whatsoever. When ripe, Wish Farms Pink-A-Boo® Pineberries are naturally pink, our strawberries are naturally red, and our blueberries are naturally blue. Same goes for blackberries and raspberries. Berry color and hue can vary based on the variety, weather, and harvest timing.

WISH FARMS' FOOD SAFETY MEASURES

DOES WISH FARMS USE PESTICIDES ON ITS PINK-A-BOO® PINEBERRIES?

At Wish Farms, our primary concern is the safety of our product and the well-being of both our field workers and consumers. Pesticides are carefully and precisely applied to berry crops when necessary to protect them from damage, always used in compliance with federal and state laws, and always in compliance with the registration policies of the U.S. Environmental Protection Agency (EPA).

An essential part of a balanced diet includes eating fruits and vegetables daily. Health experts advise that regardless of whether conventionally or organically grown, consuming fresh produce is one of the best habits for health. Health authorities also recommend that the benefits of a diet rich in fruits and vegetables far outweigh any minimal risks from exposure to pesticide residues. Federal regulators monitor our products for pesticide residues, ensuring they are safe to eat.

A great resource to educate yourself about produce pesticides and safety to make the right decision for your family is www.safefruitsandveggies.com.

WHAT ELSE CAN YOU TELL ME ABOUT WISH FARMS, ITS GROWERS AND ITS SUSTAINABILITY EFFORTS?

At Wish Farms, our commitment to excellence blooms 365 days a year. It starts with working with best-in-class growers and embracing worker welfare policies that are based on our values and guiding principles. Our passion for our people is matched by our passion for the Mother Earth. Wish Farms has implemented a comprehensive program of state-of-the-art sustainability measures to safeguard the environment and its natural resources. We even use solar power at our headquarters!