



Chukar Cherry Company
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Chukar Cherries Highlights New Products and Packaging at Winter Tradeshows

In anticipation of the company's 25th anniversary, Chukar Cherries has revamped their packaging and launched new cherry sauces and gifts.

Seattle, WA, January 16, 2012—Chukar Cherries will display new products and packaging to retailers from around the U.S. at five upcoming tradeshows. Over the past year Chukar has refreshed their 100% natural pantry line and added a host of new gifts showcasing Northwest cherries. In addition, Chukar now offers resealable packaging for their signature chocolate-covered cherries, dried fruits, and fruit and nut mixes. These changes come in response to customers' desire for packaging that is tear proof, freestanding, and recloseable.

Chukar's revamped pantry line includes cherry preserves, whole cherry dessert sauces, and savorys like Cherry Pepper Jelly and Cherry Pomegranate Chutney. Chukar also now offers 2.75 oz. boxes of chocolate-covered cherries, nuts, and berries and 1.85 oz. energy mix snack packs. Both come in trays of twelve that are ideal for counter sales and gift baskets.

Chukar will have their full product line available for viewing and sampling at five tradeshows this winter:

Seattle Gift Show—January 14th-17th, Booth 3649

Fancy Food Show, San Francisco—January 15th-17th, Booth 732

Winter Gift & Home Accessories Show—January 11th-17th and January 25th-29th, Pacific Market Center, Food for Thought Showroom

Las Vegas Market—January 30th-February 3rd, Booth C-0576-1

San Francisco International Gift Fair—February 18th-21st, Booth 1454

Chukar is also represented year-round in Seattle's Pacific Market Center by Dominique Lemaitre of Food for Thought, suite 466.

In June Chukar will celebrate 25 years of bringing the fruits of the Pacific Northwest to consumers. The Chukar Kitchen creates most everything the company sells: from naturally dried and chocolate-covered cherries and berries to whole fruit preserves, toppings, fillings, and savorys. Chukar sources their ingredients from local growers and transforms them into delicious foods using timely manufacturing processes to insure that every product moves from orchard to table in the shortest time possible.

Chukar products can be found at the company's thriving storefront in Seattle's Pike Place Market, at their factory storefront in Prosser, WA, and online at Chukar.com.

The Chukar Story

In 1988 our family launched Chukar Cherries on our beloved cherry orchard to showcase the natural bounty of Washington's fruit lands. To this day, our approach in the Chukar Kitchen is simple—transform tree-ripened local fruits and hearty nuts into freshly made, extraordinary cherry and chocolate gifts. One taste and you'll know that Chukar is synonymous with the *Best of Nature*, *Best of Chocolate*®.

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