



1434 COUNTY LINE ROAD
HUNTINGDON VALLEY PA 19006

PRESS RELEASE

Multi-Flow Industries Introduces new Harvest Squeeze Juice Logo

HUNTINGDON VALLEY, PA – December 1, 2009 – Multi-Flow Industries announced their intention to be the fastest-growing Juice Brand in On-Premise Dining today, as the Company unveiled its new logo and brand identity for Harvest Squeeze Juices. Harvest Squeeze Juices, by Multi-Flow, are processed exclusively for Fountain Dispensing. The brand is being re-launched with the slogan, “Farm to Fountain – Fresh .”

“We believe that juices should be more than an after-thought during the dining experience,” said Multi-Flow CEO Mark Stephens. “When accompanying a meal, juice is generally the first taste sensation, in advance of being served food. We feel that a glass of premium juice should represent a fresh, bold fruit taste. We want consumers to take a break between their buttermilk pancakes and omelets to make a sincere observation on the quality of their Harvest Squeeze Juice. And we hope that foodservice operators will feel proud to serve our brand.”

The new logo focuses on various pieces of fresh fruit, representing a slice of the variety of juices available from Harvest Squeeze. The background represents the farms and fields that contribute the harvest used in Multi-Flow’s processing of their juice.

Multi-Flow’s team of Food Scientists have spent the better part of the last year developing individual taste profiles for every one of their fruit juices. Tanishia Lawson, from the Harvest Squeeze Team, created dozens of formulations with varying levels of sweetness, tartness, color profiles, and initial/after-taste profiles. Dozens of sensory tests then allowed the brand team to determine the most positive profiles for each individual juice, from apple to orange, cranberry to grape.

One of the central components to the Harvest Squeeze Juice re-launch has been the reformulation of the premium orange juice. Harvest Squeeze Premium Orange Juice is now processed exclusively with Valencia Oranges, known for their sweetness. The result is a thicker-textured, deeper-colored, sweeter-tasting orange juice loaded with vitamins.

Another popular flavor, Harvest Squeeze Cranberry Juice, is a rich-colored, bold-tasting breakfast blend that offers nutritive properties as well as anti-oxidants. Like many other flavors in the Harvest Squeeze line-up, Cranberry is available in a variety of options, from 6% juice all the way to a 100% blend, depending on the needs of the foodservice operator.

Processing is a clear point-of-difference for Harvest Squeeze Juices. Multi-Flow’s new Pasteurizer offers the ability to offer a completely sterile juice, with longer shelf life and increased protection from a food-safety standpoint.

Multi-Flow offers a wide selection of packaging choices for Harvest Squeeze Juices, including Bag-in-the-Box, Cartridges/Caddy Packs, and a variety of jug sizes. The Bag-in-the-Box is generally shipped in a double-walled, heavy corrugated package with 7-color fruit graphics that communicate the quality of the juice inside.



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Multi-Flow Industries processes Harvest Squeeze Juices in its Huntingdon Valley, PA, manufacturing facility, north of Philadelphia. The Huntingdon Valley facility has been an OSHA VPP Star Site since 2005. Approval into VPP is OSHA's official recognition of the outstanding efforts of employers and employees who have achieved exemplary occupational safety and health.

Harvest Squeeze Juice is available for national distribution to restaurants, healthcare, foodservice, nursing homes, and all other locations that serve fountain-dispensed juice.

About Multi-Flow Industries

Multi-Flow Industries, based in Huntingdon Valley, PA, produces branded and private label concentrated Iced Teas, Juices, Carbonated Soft Drinks, Energy Drinks and Fortified Functional in Bag-in-the-Box packages. In addition to the recent "Excellent" rating from Silliker, Multi-Flow Industries has been an OSHA VPP Star Site since 2005. Nearly half of Multi-Flow Industries' revenue is derived from private label partnerships with convenience store chains, foodservice operators, and branded bottle and can manufacturers. The balance of Multi-Flow Industries' revenue is generated from route delivery sales out of their 12 warehouses along the East Coast. The company was established in 1937. More information on Multi-Flow can be found on the company website at www.multiflow.net.