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For Immediate Release

Fresh-cut Fruit: Fresh from the Freezer

WESTPORT, CT (October 1, 2007) – Mantrose-Haeuser Co., Inc. the creators of NatureSeal® will introduce their newest technology for “Fresh Frozen” fruit at PMA in Houston, TX on Oct. 13. These new NatureSeal formulations, which maintain the taste, texture and color of IQF apples, pears, avocado and guacamole, are slated to create a whole new revolution in the fresh-cut produce industry.

NatureSeal has already solved the problem of enzymatic oxidation and texture degradation of fresh-cut produce over a period of time; however seasonality of fruit was still a barrier to having a particular fresh-cut fruit year round. With NatureSeal's new Fresh Frozen formulations the juiciest Honey Crisp apple, the most luscious Bartlett pear and the creamiest Hass avocado can now be quick frozen to retain all of nature's goodness. Pre-made, fresh, frozen guacamole can be processed, shipped to market and stocked year-round without the worry of browning *and* more importantly without any harsh chemicals.

The benefits of this new technology to fresh frozen processors, and as a result to the foodservice industry are endless. Your specialty dessert with apples or pears or that one of a kind dish with the smoothest avocado can be served in any season...and the quality will be consistent because the fruit was picked and frozen at its peak of flavor.

The scientists at Mantrose continue to forge ahead into new territory turning what was once impossible into an every day convenience.

About Mantrose-Haeuser

Mantrose-Haeuser, Co., Inc., headquartered in Westport, Connecticut, is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries. Mantrose co-developed and patented the first NatureSeal formulation with the USDA.