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For Immediate Release

Pass the football and the Guacamole

WESTPORT, CT (January 9, 2007) Super Bowl weekend is only second to Cinco de Mayo in consumer consumption of avocados. This once fairly ethnic, regional food has busted out into the American mainstream. Due to domestic and imported products, avocados are now available in the U.S. year-round.

The challenge with avocados, as with many delicate fruits, is in its preparation and very limited shelf life. Once cut, this sumptuous fruit is plagued by rapid oxidation, quickly turning the flesh brown, thus making it appear unappetizing.

NatureSeal® has created a vitamin/mineral formulation that inhibits the browning of fresh-cut avocados without altering the taste or texture. Avocados can now be cut and prepared up to two weeks in advance of serving and still look and taste as fresh as the day they were cut. NatureSeal can also be added directly to guacamole to keep it fresh looking and tasting as well!

The first NatureSeal formulation was jointly developed by Mantrose-Haeuser Co., Inc. and the USDA specifically for fresh-cut apples. The R&D team at Mantrose has since expanded NatureSeal's specialty blends of vitamins and minerals to treat different types of cut produce ranging from mangos and melons to potatoes and carrots.

Now, when preparing food for the big game, avocados can be included to offer a wider variety of delicious, healthy snacking options.

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.