



CONTACT: Karen Murphy
800-344-4229 ext. 239
karen.murphy@natureseal.com

For Immediate Release

PEARS: The *Pear*-fect Year Round Snack

WESTPORT, CT (December 04, 2006) – Pears are emerging in a variety of dishes year round with availability in grocery stores 10-12 months out of the year. Pre-sliced pears are also a convenient, nutritious snack when you're on the go. NatureSeal® has made it possible for processors to pre-cut and package pears in the same manner as sliced apples. By preventing the browning and maintaining pears' natural flavor and texture when cut, NatureSeal allows consumers the ability to add more variety to healthy snacking.

Pear Bureau Northwest has introduced a new industrial pear slicer that makes it easier than ever for the food service industry to prepare fresh sliced pears. Once cut, a quick dip in NatureSeal will keep the slices looking *and* tasting just-cut for up to two weeks.

Whether you enjoy them freshly sliced with a selection of cheese or cube and added to a Roquefort salad, pears pack a potent punch of fiber. This past July the Food and Drug Administration (FDA) released new labeling values that boost the fruit's fiber value by 50 percent. One crisp, crunchy pear, already listed as the top fiber fruit on the U.S. Dietary Guidelines for Americans, provides approximately 24 percent of the recommended daily fiber intake for most adults.

Pears are also a source of additional nutritional benefits, such as potassium and vitamin C. These vitamins, along with the dietary fiber, encourage a healthy digestive function, reduce cholesterol levels, and reduce the risk of coronary heart disease and Type 2 diabetes. Fibrous fruits such as pears also play a huge role in maintaining a healthy weight and combating obesity.

Fresh-cut, convenient, nutritious and delicious – what could be more *pear*fect than that?

About NatureSeal

NatureSeal is a family of sulfite-free, vitamin-mineral blends, which extend the shelf life of fresh-cut produce. The first NatureSeal formulation was jointly developed and patented by Mantrose-Haeuser Co., Inc. and the USDA. The NatureSeal R&D team continues to develop NatureSeal products using FDA-GRAS approved vitamins and minerals.

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.