

The Freshest Cut

Eighth Edition

Brought to you by



Keeps cut produce fresh!

Using Color to Promote Health and Weight Loss

Every January 1st, millions of people worldwide promise themselves they are going to wise up and slim down—but the truth is that for many people, the idea of changing their entire lifestyle is just too overwhelming, and New Year's resolutions often turn into mere memories.

Thankfully, nutritionists and health experts are now offering a different perspective on nutrition and weight loss: they're talking about simple and easy ways to modify eating behaviors, which will not only provide better nutrition, but will also help attain additional health benefits which can potentially increase their overall well-being. It's not about dieting at all!

This new concept of 'food mindfulness' gives people a new outlook on the food they eat. No longer is it just about counting calories and weighing in at the gym—thinking about fresh foods in terms of their color, the energy they can provide and the age-defying health benefits can really shake up old and unhealthy eating habits.

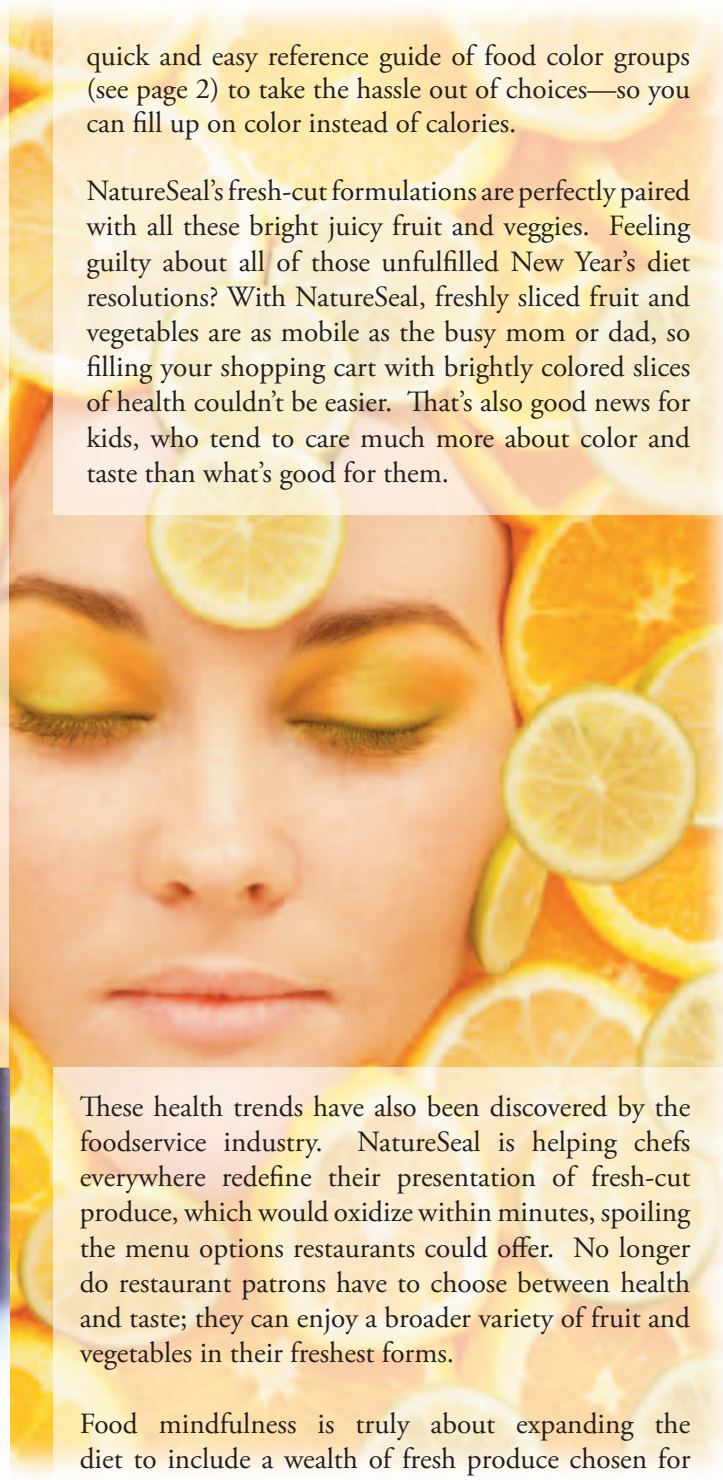
Exercise still remains essential for good health and stamina, but nutrition experts say that those foods that are richest in color pack the most vitamins and nutrients, while containing the highest amounts of disease-fighting elements and antioxidants. The USDA has revised the traditional food pyramid, using color to highlight the benefits of produce. We've included a

quick and easy reference guide of food color groups (see page 2) to take the hassle out of choices—so you can fill up on color instead of calories.

NatureSeal's fresh-cut formulations are perfectly paired with all these bright juicy fruit and veggies. Feeling guilty about all of those unfulfilled New Year's diet resolutions? With NatureSeal, freshly sliced fruit and vegetables are as mobile as the busy mom or dad, so filling your shopping cart with brightly colored slices of health couldn't be easier. That's also good news for kids, who tend to care much more about color and taste than what's good for them.

These health trends have also been discovered by the foodservice industry. NatureSeal is helping chefs everywhere redefine their presentation of fresh-cut produce, which would oxidize within minutes, spoiling the menu options restaurants could offer. No longer do restaurant patrons have to choose between health and taste; they can enjoy a broader variety of fruit and vegetables in their freshest forms.

Food mindfulness is truly about expanding the diet to include a wealth of fresh produce chosen for their effects on total well-being. NatureSeal and the conscious consumer have become one powerful, nutritious combination.



Spring into healthy

A Colorful Guide to Fruit and Vegetables

Whites: bananas, coconuts, pears, cauliflower, garlic, mushrooms, onions.

May help prevent heart disease.

Yellows and oranges: oranges, grapefruit, peaches, cantaloupe, mangos, lemons, pineapple, squash, carrots, corn.

May help boost immune system and help prevent eye disease.

Greens: avocados, kiwi, honeydews, lime, spinach, brussels sprouts, broccoli, romaine lettuce, cabbage, celery.

May help protect bones, teeth and eyesight.

Blues and purples: plums, eggplant, blueberries, blackberries, purple grapes & raisins.

May help keep memory sharp and reduce the risk of several types of cancer, including prostate.

Reds: watermelons, strawberries, cherries, raspberries, cranberries, radishes, red apples, tomatoes.

May help prevent Alzheimer's disease and improve blood flow to the heart.



Sources: mayoclinic.com, healthchecksystems.com and milforddailynews.com

Sliced or Blended... They'll Be Asking for More

Still having trouble getting your children to eat the recommended daily amounts of fruit and vegetables? Now it truly is easier than ever. Fresh fruit and vegetables can be served in different kid-appetizing ways. There is always the fresh-cut, convenient snack size. With the expansion of the NatureSeal line of products, processors worldwide are offering more and more of a variety for health-conscious parents. From fresh-cut apples, pears and melons to carrots and celery sticks, the prepared produce sections in supermarkets are continually expanding. Pair a low-fat dip with any of these and... *voilà*, you have a healthy, kid-friendly snack.

Want more variety than that? How about a cool, luscious fruit smoothie? Sounds like too much preparation for your busy schedule? Not anymore. Just pick up some pre-cut fresh fruit and you have

the ingredients ready in the fridge whenever you are. A minute in the blender and you've created a special treat that not only fulfills nutritional requirements that are essential for growing children, but also provided a delicious alternative to boring snacks. Next time you want to provide your children with a healthy, nutritious snack without any resistance, try a bite-sized delight or a delectable, fruit smoothie. They'll actually be asking for more!



eating habits!

Super Easy, Super Healthy... Superfruits

The new generation of health-minded consumers is all abuzz about Superfruits. These fruits are popular not only for their fantastic taste and nutrients, but also for their unique health benefits, mood boosters and disease fighting capabilities. Exotic and colorful fruit such as the Vietnamese gac fruit, Chinese wolfberries and Siberian pineapple have been found to be immunity boosters and to provide cholesterol-reducing effects while simultaneously preventing heart disease and certain types of cancer.

If you haven't seen a Vietnamese gac or a Siberian pineapple in your local produce section lately, you'll be happy to know that there are many other Superfruits closer to home. Apples are one of the most widely consumed fruits among this elite category. A medium apple provides 5 grams of fiber and is packed with antioxidants, a key element in the prevention of cancer as well as a contributor in maintaining a healthy heart by protecting blood vessels. In addition to the antioxidants, apples contain pectin, a water-soluble fiber that helps lower blood cholesterol.

Another popular Superfruit is kiwi. One small kiwi packs as much vitamin C as a medium orange. Vitamin C promotes a healthy immune system, helps wounds heal, maintains connective tissue and aids in

the absorption of iron. Due to the fact that our bodies are unable to produce vitamin C on their own, it is important to replenish this essential vitamin each day through a healthy diet.

Perhaps the best thing about Superfruits is that they are readily available in convenient, pre-cut packages treated with NatureSeal, making their incorporation into daily meals super easy.

A wide variety of fresh-cut fruit (and vegetables), when treated with NatureSeal, will maintain their natural taste, texture and color for several weeks... while maintaining their nutritional value!



*Siberian pineapple,
aka sea buckthorn*

*Goji berries, aka
Chinese wolfberries*

On the Road Again

Taking Place in 2007

Palm Springs, CA	April 27-28	United FreshTech (IFPA)	Booth #621
Montreal, Canada	May 9-11	CPMA (Canadian Produce Manufacturers Assoc.)	Booth #922
Chicago, IL	May 19-22	NRA (National Restaurant Association)	Booth #2849
San Diego, CA	July 2-3	Dietary Managers Association	Booth #214
Chicago, IL	July 15-18	SNA (School Nutrition Association)	Booth #1180
Chicago, IL	July 28-Aug 1	IFT (Institute of Food Technologists)	Booth #3554
Orlando, FL	Sept 7-9	FL Restaurant Show	Booth #2217
Philadelphia, PA	Sept 30-Oct 2	Food & Nutrition Conference & Expo	Booth #646
Rotterdam, The Netherlands	Sept 10-12	Ahoy Rotterdam	TBD
Houston, TX	Oct 12-15	PMA (Produce Marketing Association)	Booth #1855

For detailed product information, please contact NatureSeal at 800-344-4229.



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*We bring you the freshest news
about fresh-cut produce.*



*Did you know...
one medium pear provides 24% of the daily recommended amount of fiber...?*

Sandwich Innovations

*W*ith today's families always on the go, it's easy to get tired of the same ho-hum brown bag lunch and turn to the tempting convenience of fast food.

So how do you turn things around and have something to really look forward to at lunchtime? You guessed it, it's all about fresh-cut fruit and veggies. That's where NatureSeal comes in. Locking in nutrition, flavor, texture and taste, NatureSeal makes it possible to prepare fresh-cut vegetables, salsas and fruit salads far in advance of serving. It can be as simple as jazzing up sandwiches by giving them a healthy nutritious kick.

Try topping a favorite sandwich with freshly sliced avocado, or adding some fresh peach chutney to a chicken pita. How about mixing a fast mango-

lime salsa in a turkey wrap? Or you may want to surprise your turkey breast sandwich with apples sliced real thin, sprinkled with crumbled feta cheese. There are literally countless combinations that inspire the taste buds while adding nutrients to boost overall well-being without all the calories of takeout food.

So go ahead—turn those dull, same old routine sandwiches into veritable delicacies.

You'll be the envy of the lunchtime crowd!



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