



Fruit for Thought

Spring 2024

-  Wawona Now Available Through DOT Foods
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-  New Products and Flavors
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IQF FRUITS

Wawona Frozen Foods is Now Available Through DOT Foods!

For more than 60 years, Wawona has been industry leader offering the highest quality, fresh frozen fruit products to retail, foodservice and industrial customers. Now it is more convenient and cost effective than ever to source Wawona products thanks to the nation's leading redistributor, DOT Foods.

Since its founding in 1960, DOT Foods has streamlined the food supply chain. DOT's skilled logistics planning and execution allows foodservice operators and restaurants to work through their distributors to order food products, such as Wawona frozen fruit, in less-than-truckload quantities.

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Current Wawona products available through DOT Foods include the following frozen fruits in 30 lb. case quantities:

- Diced Peaches, Strawberries, Pineapples and Mangos
- Cultivated Blueberries



Wawona Frozen Foods is Now Available Through DOT Foods!

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For buyers of Wawona's premium frozen fruit, the advantages of buying through DOT Foods include:



Smaller minimum orders

Customers are able to order only the Wawona frozen fruits they need, combining these products with orders from more than 900 other manufacturers that are available through DOT Foods. This decreases inventory and warehouse space and associated expenses.



Transactional savings

By consolidating orders, customers save on operational and administrative costs by dealing with fewer individual purchase orders and invoices.



Short lead times

Get orders fast as DOT Foods will typically get the in-stock items delivered in a week or less.



Easy-to-use ecommerce site

Detailed product information such as nutritional and product specifications are available 24/7 through DOT Foods.



Supplier support

When buying from DOT Foods, customers will have the same relationship with Wawona Frozen Foods as if they bought direct.



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Winning Partnership

Contact your distributor today and ask for Wawona Fresh Frozen Fruits from DOT Foods!



TECHNOLOGY

Wawona's Newest Investment in Technology Boosts its Strawberry Production

During its 60 years in business, Wawona Frozen Foods has always strived to be the industry leader in adopting cutting-edge technology and going the extra mile to champion worker safety. Wawona took a giant step forward in both areas a few months ago by being the first company in the U.S. to acquire a robotic strawberry capper.

The innovative strawberry capper provides an ingenious way to remove a strawberry's green leafy tops or calyx, allowing Wawona to revolutionize its entire production process. The capper uses highly accurate vision technology on its multi-armed robots to first identify and position each strawberry before delivering a swift, clean cut. The calyx is then immediately vacuumed up as the multi-faceted arm takes aim at the next strawberry.

Produced by Dutch technology company Pip Innovations, the D-BLADE Strawberry Capper has eliminated Wawona's manual cutting line, directly impacting worker safety and improving the infeed of its production line.

“When presented with the opportunity to acquire the first robotic strawberry capper in the U.S., we jumped on it. We now believe we can capitalize even more on efficiencies and yield while producing the highest quality fruit, as the D-Blades are able to spot and remove defects, too. We're so impressed that we have already ordered our second capper.”

Wawona President & CEO Bill Smittcamp



D-Blade allocates the required cuts exactly where you need them to be by means of Vision technology. The full system is customized to meet the customer's specific requirements, for optimal performance and efficient processing. The machines are flexible and low maintenance, with the ability to make software adjustments. With deep learning, the machine continues to improve its performance and gain experience by recognizing patterns and making improvements to the code. The machine remains up-to-date and its performance is optimized through regular updates.

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Wawona's Newest Investment in Technology Boosts its Strawberry Production

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The D-BLADE is the next generation of cutting and portioning fruit. There are many benefits of intelligent robotic cutting, such as:

- Improved worker safety as the manual cutting is replaced with the automated production line
- Higher yield and capacity – up to four cuts per second
- Improved product quality – the intelligent technology spots and removes defects
- Highly hygienic – minimum product contact within the full stainless steel framework

Wawona Frozen Foods is the industry leader in processing the highest quality fresh frozen fruit products for food manufacturers, foodservice and retail. Contact Wawona today to discover how its innovative frozen fruit products can improve your own product offerings and increase your company profits.





INNOVATIONS

Wawona Offers New Products and Flavors

Flavorful Peach Chamango Pops Provide a Burst of Fruit Flavors with a Spicy Finish that Students Will Love!

Building on the growing popularity of chamoy, the flavorful Mexican condiment, Wawona Frozen Fruits is introducing the Peach “Chamango” Pop! The innovative, hand-held frozen pop is made with fresh frozen peaches, mangos and pineapples with a mix of chamoy, which adds its unique sweet, salty and spicy flavors providing a satisfying, refreshing treat.

The Peach Chamango Pop provides fresh fruits in an easy-to-eat package that students will love and won't leave on trays. The fruits are picked at peak freshness before being flash frozen to lock in the flavors and nutrients. The four-ounce pop meets the half-cup fruit and Smart Snack compliance, and its 41mg of Vitamin C is 45% RDA. Wawona packages 96/4 oz. pops per container with a shelf life of 24 months.



For more information, please contact:
Bradley Smittcamp at brads@wawona.com
Bob Landes at bob.landes@wawona.com
Or visit: <https://wawona.com/market-segments/schools>



Organic Acai Bowls Offer Opportunity to Attract New Customers Looking for More Flavorful, Healthier Snacks

Discover the perfect blend of flavor and health with Organic Acai Bowls from Wawona Frozen Foods! The frozen fruit blends combine pureed and frozen acai berries with blueberries and strawberries and a pack of organic granola, providing a nutritious and refreshing treat any time of day. Whether your consumers are craving a wholesome breakfast or a revitalizing snack, the bowls deliver a delicious burst of energy and vitality to fuel their day.

Crafted from IQF fruits picked at peak ripeness, the Acai Bowls boast high levels of fiber, essential minerals, and vitamins. The frozen blend is ideal for grab-and-go retail outlets like convenience stores, as well as restaurants and non-commercial establishments, such as universities and hospital cafeterias. Available in an 8.5 oz. bowl, these flavorful treats provide retail and foodservice outlets a chance to take advantage of the growing snacking and healthy food trends and attract more customers.





TRADE SHOWS

Annual AFFI Show Brings Wawona Together with Customers to Build Business & Grow Relationships

The American Frozen Food Institute (AFFI) welcomed a record number of executives from across the frozen food supply chain at AFFI-CON 2024. Nearly 1,600 professionals from more than 500 companies convened in San Diego for the frozen food industry’s premier annual event, which took place at the end of February.

“AFFI is committed to fostering industry growth through data, insights and programming such as AFFI-CON,” said AFFI President and CEO Alison Bodor. “This event provides a unique opportunity for one-on-one meetings, preparing business for the entire year, and setting your company up for success.”

The executives and sales team at Wawona Frozen Foods rely on the one-on-one meetings to help set the stage for our production year. It gives the staff the opportunity to meet with 70% of Wawona’s customers to discuss last year’s sales, new pricing and anticipated production levels and purchase plans for this year.

“The Wawona team looks forward to AFFI-CON every year. It’s a great event where we can come together with our customers, suppliers, and partners to discuss our upcoming production year.”

Blake Smittcamp, Executive Vice President of Wawona Frozen Foods and AFFI board member



Wawona’s team that attended AFFI-CON this year included: President and CEO Bill Smittcamp, Executive Vice President Blake Smittcamp, Vice President of Sales Bryan Oliver, Director of Sales Marci Clark, Senior Sales Account Manager Kristi Losson, Regional Sales and Account Manager Brad Smittcamp, Director of Quality Assurance Ben Rodriguez along with Marketing and Special Projects Manager Blair Smittcamp-Martin. Also attending were Wawona’s supply chain and purchasing team Director of Supply Chain Sabrina Hutton and Purchasing Manager Ken Cole.

Over the course of four days Wawona’s sales team had over 46 meetings with different customers, along with several supplier meetings simultaneously run by our supply chain team.



Annual AFFI Show Highlights



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Thinkin' Peaches Since 1963

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100 W. Alluvial Ave
Clovis, CA 93611