







Fruit for Thought

Fall 2022

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PRODUCT INNOVATIONS

Wawona Leads the Way in New Product Innovations

Wawona Frozen Foods is constantly striving to innovate and bring new products to our customers. “Our team is always trying to figure out another way to get a peach, a strawberry, a plum or a blueberry into a consumer’s mouth,” said President and CEO Bill Smittcamp. “It’s all about being able to change and be nimble on our feet and not let the innovation opportunity get past us.”

We are excited to announce a few new products that Wawona has been working on that will hopefully hit the shelves at local supermarkets in 2023!

Personal Cobbler & Crisps Packs

Peach Cobblers are a staple at Wawona, which now is offering personal packs: 2 cobblers in 2 lb. packages, as well as a 4.5 oz. single serve package. Wawona also makes single serve Peach Raspberry Crisps, made from a delightful combination of frozen fresh peaches and raspberries topped with a brown sugar streusel crust.



Continued on next page

Innovations Continued

Acai Smoothie Bowls

Using acai berries, which are pureed and frozen, the bowls are high in fiber, minerals and vitamins. Wawona offers 4 and 6 oz. bowl servings, which include IQF-frozen blueberries and strawberries and an organic granola pack. The healthy, versatile and creamy acai bowls are extremely popular and ideal grab-and-go snacks.



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President and CEO Bill Smittcamp

Chocolate Covered Fraddies

Offering the best of both worlds, Wawona’s Chocolate Covered Fraddies are made with fresh frozen fruit then covered with delicious dark chocolate. There are a wide variety of fruits available, including strawberries which provide a burst of sweetness paired with the crunchy chocolate outside. A decadent but healthy snack!



Interested in Wawona’s New Products?

Contact us at: sales@wawona.com or 559.299.2901



Success Story – Los Angeles Unified Shakes Up the School Meal Program Offering Smoothies Using Wawona Frozen Fruits

Los Angeles Unified School District is the largest public school district in California and the second largest in the U.S. Everyday, L.A. schools serve an estimated 305,000 breakfasts, 285,000 lunches and about 70,000 early dinners.

Earlier this year, the district contacted Wawona Frozen Foods about a new initiative to offer a smoothie program at a number of its schools. Wawona now provides L.A. Unified with peach and strawberry Fraddies, which are added as key nutritious ingredients in their smoothies.

Smoothies are becoming a more integral menu offering at many schools throughout the country, spurred on by a recent USDA decision allowing fruits, vegetables, milk and yogurt to be credited toward the meal pattern requirements. Many schools have discovered that breakfast and lunch participation have increased since offering fruit-filled smoothies.



“We are shipping more and more frozen fruit to schools as healthier food choices becomes more mainstream. In addition to the Fraddies for smoothies, our frozen cubed fruits are popular in salads and parfaits.”

Bradley Smittcamp, Regional Sales SFS for Wawona

As a USDA-approved national processor, Wawona has provided fresh frozen fruit offerings to school districts for more than 30 years. This includes fruit cups and pops for breakfast and lunch programs as well as fruit snacks during the day to supplement meals. In addition to the federally-supported meal programs, Wawona supplies custom fruits and fruit blends to schools for use in a wide variety of menu items. All of Wawona’s products are healthy, convenient, and come in a variety of different flavors.



FRUIT STAND

The Peach Tree Fruit Stand Celebrates 70 Years of Family, Friends, and Fresh Fruit

There's a long history of fresh fruit and produce stands throughout the American countryside. Few fruit stands though have the longevity of Wawona's Peach Tree Fruit Stand in the company's hometown of Clovis, Calif.

The stand was set up by Muriel Smittcamp, the wife of Wawona Frozen Foods' founder Earl Smittcamp, in 1952 as a casual effort to seasonally (May to September) sell extra fresh peaches not needed in production. Muriel quickly outgrew the capacity of the small roadside table and a larger wooden shed was built. It was there, 40 years ago, that Linda Smittcamp, wife of current President and CEO Bill Smittcamp (Earl's son), began working at the fruit stand.

During Linda's first two decades at the stand, locals from Clovis and surrounding cities in Fresno County lined up during the summers for the freshest fruit in town. As demand increased, another upgrade was needed. "My husband Bill, and a key employee, Carmen, built the stand as it exists today. We have been selling our fruit from it for around 20 years now."

As Wawona expanded its product lines, customers discovered new ways to enjoy the favorite peaches. As a result, the Peach Tree is now open year-round. Today, the stand features a variety of the freshest seasonal peaches, frozen products, and local honey, jams, and jellies.



Harvey & Teddy Martin, 4th generation, love visiting their families Peach Tree Fruit Stand

"I love the fact that we have been a long-time family farm with our roots in Clovis now for three generations, and nothing symbolizes that quite like the Peach Tree Fruit Stand."
Linda Smittcamp

The Peach Tree Fruit Stand Continued

Linda explained that the fresh peaches remain the big attraction: “The customers wait for their favorite variety of peaches. The Elbertas are the most popular ... I try to tell the old timers that the other varieties are just as good, but I can’t convince many of them!”

Linda does have help as her children have spent many weekends at the Peach Tree; family, like all things at Wawona, is the foundation of the quaint storefront. “All our kids - Blake, Bradley, and Blair - have worked at the fruit stand,” said Linda, “and now the next generation are already working there too!”

“Bill and I are blessed to have our children involved in a business we love and that know the pride of producing a quality product.”

The positive impact of the Peach Tree Fruit Stand extends far beyond the family. The stand has been an integral part of the Clovis community over the past 70 years. “The Peach Tree Fruit Stand has played a really important role in establishing Wawona Frozen Foods as a key member of our Clovis community,” Linda explained. “We are very active in donations for many local causes, such as marathons, school jog-a-thons, tennis and pickleball tournaments, and church activities.”

Linda has placed an emphasis on hiring local high school and junior high students to work at the stand. “This is a first job for most of my employees. I love that we provide an opportunity for our younger generation to work and get a paycheck. We constantly have returning kids each summer, and I have written several college application recommendation letters!”

Another key factor in the continued success of the stand? The long-standing support from local customers and families in Clovis, Fresno, and other nearby cities.

“We get long-time customers who have purchased peaches from us for over 20 years,” Linda said. “When I am training my staff for the summer, I always say that many customers will tell THEM about our peaches.”

The location is changing once again, as the Peach Tree Fruit Stand will be moving to a new home in 2023 to accommodate facility expansion and further growth. But what will never change? The desire for this long-time family business to provide quality fresh and frozen fruit to fruit lovers throughout Central Valley of California.

Linda encouraged anyone passing through the Clovis area to look them up and stop by to enjoy “fruit as it should be” from Wawona’s Peach Tree Fruit Stand.





WAWONA HIGHLIGHTS

“Thank you to all of our Wawona Departments and Employees for all you do! We are thankful for everyone’s hard work and commitment to the success of our business.”

- The Smittcamp Family



Accounting



Maintenance/Refrigeration



IT



HR



Field



QA



Production



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- The Smittcamp Family



Shipping



Warehouse



Sales & Purchasing



Cedar Lab



Cedar Maintenance



Cedar Refrigeration

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