






Fruit for Thought

SPRING 2022

-  Foodservice Operators Prefer Frozen Fruit to Streamline Operations
-  A Healthy Choice for School Children
-  A Behind-the-Scenes Look at a Successful Family Business



THE FROZEN VS. FRESH DEBATE

Foodservice Operators Prefer Frozen Fruit to Streamline Operations

As more and more customers are seeking high quality, wholesome and nutritious food options, the question arises: Which is better, frozen vs. fresh fruits?

Foodservice operators strive to meet the desires and demands of their customers. In an ever-evolving market it's important to understand the differences in frozen vs. fresh fruit ingredients and the roles they play.

To account for transit time to market, fresh fruit farmers begin harvesting before the fruit is able to reach peak ripeness. While this helps to ensure the produce is visually appealing, picking early gives fruit less time to develop the richness of vitamins and minerals. At Wawona Frozen Foods, we pick our fruit at peak freshness, washing and quick freezing the entire harvest to lock in flavors and nutrients.

We have found this to be beneficial to our foodservice operators as it minimizes the time for nutrient loss, extends shelf life, and cuts down on preparation time as we package frozen fruits diced, sliced, chopped and ready-to-serve. Our customers agree.



Continued on next page

Food Service Operators Prefer Frozen Fruit Continued

Nick at Fork to Fit

“Wawona is my one-stop shop ... I love it!” said Nick Villareal, the Chief Operating Officer at Fork to Fit, a ready-to-eat restaurant with two locations in McAllen, Texas. Nick said he initially steered clear of frozen fruit. “I thought I would get one big block of fruit. Instead, I discovered that Wawona individually quick freezes the fruit.”

As a result, it’s much easier for Nick and his staff to portion fruit for each smoothie. “Time is money, and this allows us to make the smoothies quickly and save on labor costs.” They also appreciate the long shelf life: “There is no waste with frozen fruit.” Nick said.

Jeff at Juiceland

“The fruits have such nice brix content and make thick, flavorful smoothies.” said Jeff Degemas, the Purchasing Director at Juiceland, which has 34 smoothie shops across Texas. “The frozen fruit never goes bad and is easy and consistent to work with.”

As winter approaches, fresh fruit typically becomes more expensive. Jeff appreciates that Wawona frozen fruit “is such a great value and it doesn’t have the price fluctuations of the fresh fruit markets.”

Both Nick and Jeff agree that Wawona helps make their operations more streamlined, providing their customers with delicious and nutritious beverages. “All Wawona fruits are superior – I love the quality,” added Jeff.



To learn more about the benefits of using Wawona Frozen Foods at your foodservice operation, please contact:

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THE FARM-TO-TABLE JOURNEY OF WAWONA'S FROZEN FRUITS

Harvest Time

The hand-picked fruit are collected at peak freshness and maturity.



Washed and Prepped

The fruit is brought in and thoroughly washed and sorted.



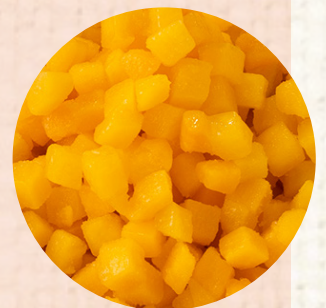
The IQF Process (Individual Quick Frozen)

The fruit is flash frozen within hours of harvest, locking in flavors and nutrients.



Packaged and Shipped

The fruits are safely and conveniently packaged providing chefs and foodservice staff with the ability to use only what’s needed and storing the rest for later use. As they say: “Waste not, want not.”





Beckett Smittcamp 4th Generation



SCHOOL MEAL PROGRAMS

Wawona Frozen Fruit The Healthy Choice for Schools

Wawona provides their variety frozen fruit products to smoothie shops, yogurt and ice cream companies, groceries, and high-end restaurants, but nothing brings more joy and satisfaction to Company Vice President of Sales Blake Smittcamp than the fruits they provide to school meal programs across the U.S.

“My brother, sister and I all have young children, and knowing that our nutritious, flavorful fruit has become a daily staple for school kids in almost every state is easily one of the most gratifying parts of our business,” said Blake. “We have heard from so many parents that Wawona fruits have been a huge reason for their children’s healthy eating habits and desire to ask for more fruit at home.”

Robert Schram, Director of Campus Catering at Clovis (CA) Unified School District said Wawona fruit servings are part of the daily meal pattern at his schools: “They are convenient, easy-to-serve and they have a great shelf life.” He said the students “love” the fruit cups. “Their favorites are peaches and strawberries.”

As a USDA-approved national processor, Wawona has provided nutritious fruit offerings to school districts for more than 30 years. Let Wawona help your school maximize entitlement dollars.

Wawona works with school districts to ensure their menus fulfill the recommended daily fruit requirements. Wawona’s delicious fruit offerings include:

- Fruit cups and pops for breakfast and lunch programs
- Fruit pops offered as snacks during the day to supplement regular meals



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MEET THE SMITTCAMPS

A Behind-the-Scenes Look at a Successful Family Business

After serving as an officer with the U.S. Marine Corps in WWII, Earl Smittcamp began working the 200-acre family farm in California's fertile San Joaquin Valley. Focusing on peaches, Earl started a fresh fruit-packing operations, which expanded into frozen foods production and food processing.



Founded in 1963, Wawona Frozen Foods specializes in growing and freezing high quality fresh fruits. Under Earl, and then his son Bill's leadership, Wawona has become an industry leader, shipping more than 100 million pounds annually from processing plants in Clovis, Fresno and Watsonville, Calif.

Bill, who took the reins as President and CEO from his brother Bob in 1983, continues to run Wawona and is helped by the 3rd generation of Smittcamps: Blake, VP of Sales; Bradley, Regional Sales Manager for Schools; Blair, Marketing & Special Projects Coordinator.

Recently, the family shared their thoughts and visions of the company and what it's like to work together.

The legacy of the three-generation family business

"I think growing up in the Smittcamp family home in the 1950's and 60's, family was number one. If you wanted to be around the family then you were in the business. We all worked together to grow a successful business, and now we are continuing to grow Wawona Frozen Foods to yet another level," said Bill. "It really is great at food shows when I have my children there working the booth. We all have different strengths, which make us a better team!"



Blake, Blair, Bill & Bradley

Blake, the eldest of Bill and Linda's children, said he takes great pride in and is honored to be a part of a successful family business. "You are working not only for yourself but for your family and the employees," he said. "There is the push and desire to continue to make the family business better and to grow, so that future generations will be able to continue the legacy of all the Smittcamps before us."

Blair recognizes the challenges of balancing family and business but feels strongly that working together is a big advantage, especially in regards to communication. "Knowing each

A Behind-the-Scenes Look Continued

other more deeply than an employee/employer relationship allows us to have the hard conversations or handle the business stresses more easily, as we can talk to one another in a way that we understand,” she said.

Brad said he never lose sight of family’s past and present achievements. “Being a part of the family business is many things: The ability to give back to the community we live in, creating a sense of place and community for the people who work to make our products succeed, and keeping the quality of our products at the same level of excellence from one generation to the next,” he said.

Brad continued: “What I enjoy most is that I have the opportunity to sell a product that not only is a quality product, but one with a great name and story behind it. I’m proud that when I represent the Wawona brand that I am representing my family business as a third generation peach processor and grower.” Blake agreed: “We are making a ‘Wawona Culture’ that will be around for a very long time.”

For the Smittcamps, it’s not only about caring for the staff, the production facilities, the fruit, sales, etc. An important part of the family legacy is giving back and working to improve the way of life for people throughout the greater Fresno community. The philanthropic efforts began with Wawona’s founder Earl and his wife, Muriel, who made numerous donations to Fresno schools and non-profits, including a \$2 million donation to establish an honors program at California State University, Fresno.



Smittcamp Family at the Annual Old Town Clovis Peach Party!



“With our combined efforts, I am proud of our community involvement and all we do together as not only a company and business, but as a family for our community,” Blair said. “We get to show our employees that we have been so blessed that we give back to the community that has been so good to us.”

In the end we will give the family patriarch Bill the final words: “We produce very healthy and good tasting products – what’s not to like!”



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