







Fruit for Thought

Summer 2022

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SIGNATURE SLICED PEACHES

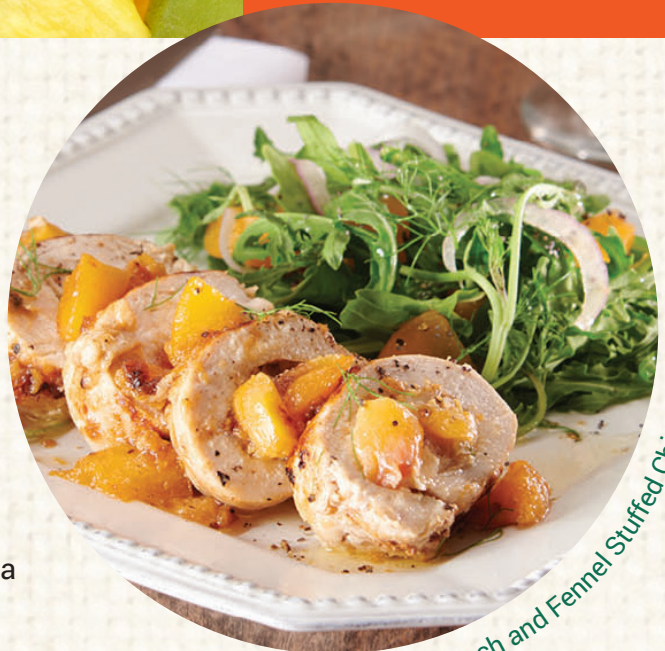
Create Mouth-Watering Dishes with Wawona's Signature Sliced Peaches

For foodservice operators seeking innovative culinary dishes, more efficiency in the back-of-the-house, labor savings and less food waste, Wawona Frozen Foods has a flavorful solution: Signature Sliced Peaches

These sweet, luscious peaches will challenge the way you think about frozen fruit. Wawona's Signature Sliced Peaches rival the appeal of summer's best fresh peach and will inspire creativity in chefs and restaurant operators.

The Signature Sliced Peaches are a key ingredient in a wide variety of recipes, such as yogurt parfaits, salad toppings, cobblers, pies, sangrias, and smoothies. Or just thaw and serve for a delicious side dish at breakfast, lunch, or dinner with zero prep and zero waste.

Wawona is the industry leader in the growing, processing and production of fresh frozen peaches. From orchards throughout California, including 600 acres of company-owned trees in Clovis, peaches are carefully hand-picked at harvest. After processing and washing, the peaches are flash frozen, locking in flavors and nutrients. As a result Wawona fresh frozen fruit is available year-round, offering foodservice operators with the utmost efficiency, quality, and value.



Peach and Fennel Stuffed Chicken Breast



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Create Mouth-Watering Dishes with Wawona's Signature Sliced Peaches

Continued

Wawona's Signature Sliced Peaches are the answer to delight your customers with an exciting new appetizer, entrée, or dessert. Offer fresh burrata and peaches this summer as a light and refreshing starter dish, or peach and fennel-stuffed chicken breast for a heartier meal option. Our peaches even make delicious breakfast treats, such as peach and strawberry pop tarts or peach French toast!



Peach Quinoa Cobb Bowl

Whether you are a foodservice operator, chef, or manage a retail store, school cafeteria or supermarket deli, Wawona delivers fresh frozen fruit to all segments. As a third-generation family-owned company, Wawona's solid reputation is built on upholding the highest standards of food safety, excellent service and high quality, consistent frozen fruit products. Discover Wawona Frozen Foods and create and serve dishes with "fruit as it should be"!



To learn more about the benefits of using Wawona's Signature Sliced Peaches at your foodservice operation, please contact:

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Or visit:

wawona.com/fruit-products/peaches





Wawona's Bakery Goods– The Perfect Fruit-Filled School Treats!

Flavorful and nutritious Wawona premium fruits are a favorite in school meal programs, and our bakery products are no exception. Working with school districts across the country, Wawona has created products designed to provide both variety and economy without sacrificing appeal and nutrition.

Wawona Frozen Foods is dedicated to offering healthier food choices to school children across the U.S., ensuring they receive the recommended daily fruit requirements. As a USDA-approved national processor, Wawona has been providing nutritious fruit offerings to school districts for more than 30 years. Wawona's goal is to help children to develop healthy eating habits and to have a positive impact on their present and future well-being.

Our wholesome bakery products showcase our delicious fruits in a variety of ways that kids LOVE. The frozen Peach Cobbler is the Wawona version of a Southern classic, made with our Signature Sliced Peaches and the perfect healthy dessert for students. The Fruit-a-Roo's are our take on classic turnovers. Offered in Apple and Peach, the Fruit-a-Roo's burst with flavors of fresh peaches, apples, cinnamon, and a satisfying vanilla glaze. Give students delicious baked goods that also provide a boost in reaching their daily nutritional requirements.



Cobbler



Fruit-a-Roo's

These bakery items are convenient and easy-to-serve, offering a nutritious and delicious alternative to regular sugary desserts. The Cobbler and Fruit-a-Roo's also meet USDA's 2-grain item requirement and are a good source of vitamins. Let Wawona help your school maximize entitlement dollars today with our popular, fruit-filled bakery products!



For more information, please contact:
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Or visit:
wawona.com/market-segments/schools/

Wawona Offers Schools Additional Fruit-Filled Flavor Products

Wawona works with school districts to ensure their menus fulfill the recommended daily fruit requirements. In addition to bakery goods, Wawona's delicious fruit offerings include:

Fruit
Cups



Fruit
Pops



IQF
Bagged
Fruit



Peach
Mango
Pineapple
Salsa



WAWONA TAKES D.C.

Wawona CEO Testifies in D.C. on Ways to Increase Produce Consumption

Bill Smittcamp Highlights Benefits of Frozen Foods in Federal Nutrition Programs

Wawona Frozen Foods President & CEO Bill Smittcamp traveled to Washington D.C. on June 14, 2022 to shine a light on the importance of fresh frozen fruits as part of Americans' produce consumption. Smittcamp testified before the Agriculture Committee of the U.S. House of Representatives, urging Congress to widen access to more produce in the 2023 farm bill and in all federal nutrition programs.

Smittcamp, who represented the American Frozen Food Institute at the committee's hearing, acknowledged the U.S. Department of Agriculture (USDA) success in offering fresh foods in its programs. He emphasized though that Congress should include and promote frozen produce to enhance nutritional opportunities for all Americans.

"The U.S. Dietary Guidelines for Americans recommends consumers eat all forms of fruits and vegetables to meet the recommended daily intake," said Smittcamp. "Frozen foods offer a cost-effective and pragmatic way to help people meet these nutritional needs."

Smittcamp had the committee's full attention as he told them how Wawona Frozen Foods has been in business since 1963, partnering with the USDA for over 35 years, providing frozen fruit cups, pops and more to children in the national school meals program. "We grow and process over 125 million pounds of fresh fruit into nutritious frozen fruit products that we supply worldwide to sectors such as schools, foodservice, retail and as an ingredient supplier."

Wawona CEO Testifies in D.C. Continued

He then explained the numerous benefits of frozen fruit, which has become an integral part of the food supply chain:

- Frozen fruits are ready-to-serve. There's little-to-no preparation time and this convenience encourages more use. For restaurants, the labor savings are extremely important.
- In addition, he said research shows that the nutritional value of frozen fruits is equal to, and in some cases, better than fresh produce. Also, Wawona picks fruits at peak ripeness, locking in the flavors.
- Smittcamp emphasized how frozen foods promote a sustainable food system, playing a big role in reducing food waste. "With frozen foods, households can avoid this financial waste due to the longer shelf-life and being able to prepare only what is needed," he said.



Smittcamp concluded his testimony by calling on Congress "to ensure that frozen foods are allowed and encouraged as a solution to increasing nutrition access and ending hunger. In any program that is specifically geared to increase produce consumption, we'd like to see families have the option and incentive to purchase all forms of nutritious foods: fresh, FROZEN, dried, and canned."

"In the U.S. in 2022, I am saddened we are still talking about how to help hungry people, yet we are. But the frozen industry stands ready to offer innovative solutions and work with you to make sure that all Americans have access to the bounty of products, the fruits of our labor, if you will, we food producers can offer. I thank you and Think Peaches!"

Bill and his wife Linda at the capitol building after giving his testimony.

Wawona CEO to Attend White House Conference on Hunger, Nutrition and Health

As a follow-up to his June testimony, Wawona CEO Bill Smittcamp is returning to Washington D.C. in September to attend the White House Conference on Hunger, Nutrition and Health.

For the first time in over 50 years, the White House will host a Conference on Hunger, Nutrition and Health this September. The Conference, and the preparatory work leading up to it, will accelerate progress and drive significant change to end hunger, improve nutrition and physical activity, reduce diet-related disease, and close the disparities around them.



The scope of the Conference encompasses five significant objectives:

White House Conference Pillars



Improve food access and affordability



Integrate nutrition and health



Empower all consumers to make and have access to healthy choices



Support physical activity for all



Enhance nutrition and food security research

For more information, visit:

[White House Conference on Hunger, Nutrition, and Health | health.gov](https://www.health.gov)





WAWONA HIGHLIGHTS



DUNK TANK!



PIE IN THE FACE!



NATIONAL SCHOOL SHOW FLORIDA



USDA TEAM VISIT



PEACH PARTY



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Fruit for Thought

Thinkin' Peaches Since 1963



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