

Barsotti Family Juice Company's Fresh New Look to Packaging and Website Launch Fall Cider Season

Camino, California – August 1, 2010. Barsotti Family Juice Company, Inc. launches new website and gives fresh new look to packaging to coincide with the fall cider season. With over 34 years of experience in the business, Barsotti's has continued to dedicate resources and energy to perfect their freshly pressed juices, ciders and lemonades. Now, after considerable investment to ensure that the quality and integrity of the product remains the best available in the marketplace – they are upgrading their packaging and website. Consumers and retail partners will find that the label enhancements bring the bottles to life and the newly designed website offers robust content with interesting and valuable information on their products and production.

WEBSITE REDESIGN

The website redesign includes expanded content to give customers more information on each juice blend, including a calendar to highlight seasonal blends – along with the year-round favorites. Year-round favorites include Apple Juice, Apple Raspberry Juice, Carrot Juice, Organic Carrot Juice and Lemonade. The seasonality calendar at this time of year highlights summer lemonades (Sweet Pink Lemonade and Tropical Lemonade). They will transition into the fall ciders beginning mid-October. Fall Ciders include Caramel Apple Cider, Cranberry Apple Cider and Spiced Apple Cider. “These fall items are perfect for holiday gatherings and the ideal gift to bring to any holiday party”, says President Mike Barsotti. “Hosts and guests will soon find these to be their fall favorites!” Be sure to check out the “Holiday Cocktail Recipes” section in the website: www.barsottijuice.com/holidaycocktails.

The newly created “Fresh Juice 101” section gives customers more detailed information on the many health benefits of including freshly pressed, all natural juices into your diet. Drinking even a small glass of freshly pressed juice each day is an easy and delicious way to get a serving of fruits and vegetables. What could be better than a nice, cold glass of 100% freshly pressed Apple Juice or Carrot Juice (no sugar added!). See more about what the experts have to say online.

If you've ever wondered how the juice is made, be sure to check out the “The Cider Mill” section of the site for a quick tour. You'll see the process of how the juice is made from start to finish – including a photo gallery of the actual mill. Did you know that nothing is wasting after pressing? All of the left-over fruit and vegetable rind (pomace) from the pressed apples and carrots are picked up by a local farmer used to feed pigs and cattle.

Don't miss the newly created “Recipes” section – with juice inspired recipes to compliment each season. Summer-time favorites include Sizzling Summer BBQ Rib recipe and Country Apple Butter. Fall favorites include “Walt's Mexican Pumpkin and Carrot Soup”. Or, start each day, year-round with a fresh start each morning with a “Rich 'n Fruity Protein Shake!”

FRESH, NEW LOOK TO PACKAGING

Barsotti's gives a new twist to a classic, old-world design with bolder colors to highlight new logo and product names on the shelf. Customers will find the labels fresh and bold – a perfect match for the product inside the bottles- since all juices, ciders and lemonades are freshly pressed and squeezed. There is no match to other items that have been fully pasteurized, or that include preservatives.

“We were excited to see the new labels on the bottles,” says Larry Tucker from Raley's Family of Fine Markets. “They are a wonderful complement to the product.” Barsotti's never adds preservatives and the juices are always flash pasteurized to preserve nutrients and flavors. All juices are made to order to ensure freshness. Be sure to check out the new look of Barsotti's bottles in the refrigerated section of local supermarkets where distributed. The juices – true to their all-natural ingredients –will usually be found in the produce department along with their whole fruit counter-parts.

Barsotti Family Juice Company, Inc. has been family owned and operated since 1976. Freshly pressed all natural juices are their passion! All juices are handcrafted daily in small batches at the family's solar-powered cider mill in famous Apple Hill®, surrounded by orchards and pines in the foothills of the Sierra Nevada Mountains in Northern California. Their team is committed to pressing only the best fruits and vegetables in creating their tempting variety of juices, ciders and lemonades. All items are flash pasteurized with no preservatives, artificial colors or flavors – only the natural fruits and vegetables combined in just the right way, to offer you the best juice you'll ever try. Here's to your good health!

Barsotti's currently offers six year-round items and seven seasonal items in four bottle sizes (16 oz, 32 oz, 64 oz and 128 oz). Private label opportunities for retailers are available. Barsotti Family Juice Company, Inc. is a proud member of the following organizations:

Apple Hill® Growers Association
CCOF (California Certified Organic Farmers)
Fresh Produce and Floral Council
Product for a Better Health
U.S. Apple Association

Photos, site tours, and interview opportunities are available upon request.

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