

## **Fruit Supplement Company Expands Offerings in 2007**

*By FruitFast*

*Dated: Nov 02, 2007*

*New year promises to bring additional growth to FruitFast® FruitFast® makes whole fruit goodness available year-round. FruitFast is offering a 10% discount on all product orders placed online for a limited time.*

The past year has seen definite strides and growth for FruitFast®, <http://fruitfast.com>, a fruit supplement company situated in the heart of northwest Michigan's tart cherry producing center. The firm expects the trend to continue in 2008.

In the past 10 months, the company has added three Liquid Fruit Supplements, two Fruit Supplement Bars and a Skin Care line to their product offerings. Their proprietary process uses the fruits' skin and pulp to deliver antioxidants without extracting or using powders, fillers or solvents. Each product has been laboratory tested with Certificates of Analysis available to consumers.<sup>1</sup>

But the true test is in the products' results and, for this kind of endorsement, FruitFast customers know best.

"I came across this product and said why not? It's amazing. I never write these things but CherryFlex (softgels) is a God send! This is an honest assessment and I highly recommend this product," writes Mike A., Taunton, MA.

Phyllis in Rockford, IL is equally impressed. "I can sleep all night and wake up not groggy. I didn't realize how well they worked until I ran out for a few days. I won't let that happen again."

FruitFast, <http://fruitfast.com>, also manufactures other supplements using wild Maine blueberries, Wonderful Pomegranates and Mixed Berries that include red and black raspberries and strawberries. Since it is often difficult to purchase these perishable fruits year-round, FruitFast offers several options for consumers making it easy to fulfill the 5 servings of fruit a day as recommended by the USDA.

"Our goal is to manufacture unique products that offer best-of-class benefits, something that distinguishes us from others," says company owner Steve deTar.

As a way of saying "We Appreciate Our Customers," FruitFast is offering a 10% discount on all product orders placed online for a limited time.

Company officials say their expansion will continue into the new year with additional products and the opening of a new Call Center and Order Fulfillment operation in a soon- to-be-completed building. The facility is expected to streamline the company's packing and shipping area.

<sup>1</sup> Certificates of Analysis, <http://.fruitfast.com>

\* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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## ABOUT FRUITFAST

FruitFast is the exclusive producer of whole fruit softgel capsules including CherryFlex, Wild Blueberry IQ and their recent introduction---Wonderful Pomegranate. The nutraceutical and functional food company ([www.fruitfast.com](http://www.fruitfast.com)) also produces a variety of fruit supplement bars made from 100% fruit. All products can be ordered online or call toll free (1.877.591.3101) Monday through Friday, 8:30 a.m. to 5:00 p.m. EDT.

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| Email    | <a href="#">Click to email author</a>  |
| Website  | <a href="http://fruitfast.com">http://fruitfast.com</a>  |
| Phone    | 231.947.2304   |
| Address  | 125 East Front Street  |
| Zip      | 49684  |