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### **New Fruitaceuticals® Redefines Dried Fruit Category**

**Carver, MA** April 10, 2008 — Move over dried fruit! The new **Fruitaceuticals®** line of supercharged superfruits is transforming the category into *the* consumer resource for health, convenience and taste.

“Consumers demand healthy food that gives them the super-charged nutrients they need without having to sacrifice taste. Plus they want options that fit easily into their on-the-go way of life,” said Dan Souza, Director of Sales and Marketing of Decas Botanical Synergies, the innovative company that is bringing Fruitaceuticals to market. “Fruitaceuticals delivers the solution.”

The next generation in superfruits, **Fruitaceuticals®** supercharges popular fruits like cranberries with nutrition-enhancing all-natural ingredients. Its initial offering includes two cranberry-based all natural dried fruit products, **PomaCrans™** and **OmegaCrans®**. Cranberries are packed with antioxidant and anti-adhesion-promoting phytochemicals called proanthocyanidins (PACs). Cranberry-proanthocyanidins work to help combat free-radical damage in the body as well as providing bacterial anti-adhesion protection.

**PomaCrans™** is a health-promoting combination of two superfruits, cranberries and pomegranates. Cape Cod Cranberries are supercharged with an infusion of premium whole pomegranate juice, which provides the added benefits of pomegranate antioxidant compounds called punicalagins. A quarter-cup serving of PomaCrans delivers the antioxidant power of one 8-ounce glass of cranberry juice cocktail plus two fresh pomegranates.

**OmegaCrans®** is a nutritionally enhanced combination of cranberries and cranberry seed oil for a uniquely balanced source of Omega 3-6-9. A quarter-cup serving of OmegaCrans delivers the antioxidant power of one glass of cranberry juice cocktail, with 30% less calories, about half the sugar and over 500 mg of healthy Omegas.

“Our first two Fruitaceuticals products leverage the natural health benefits of cranberries while providing a pomegranate-antioxidant or Omega 3-6-9 supercharge,” said Souza. Available in 4-ounce re-sealable bags for \$4.99 each, Fruitaceuticals PomaCrans and OmegaCrans can be enjoyed right out of the bag, mixed with cereal or yogurt, or tossed into a salad or trail mix.

According to Souza, the Fruitaceuticals line expansion is already underway. He said, “America is hungry for tastier, easier ways to improve our nutritional intake and Fruitaceuticals promises to stay in the lead of delivering the most innovative fruit solutions.”

*Headquartered in Carver, Massachusetts, Decas Botanical Synergies, LLC is a subsidiary of Decas Cranberry Products, Inc., and is a leader in the development of fruit-based powders, extracts and oils that offer maximum quality and proven health efficacy. For additional information, visit [www.fruitaceutical.com](http://www.fruitaceutical.com) and [www.decasbotanical.com](http://www.decasbotanical.com).*

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**NOTE TO MEDIA:** For samples, photos & interviews, contact Sue McGovern, [sue@mcgov.com](mailto:sue@mcgov.com), 781-648-7157.