



**FOR IMMEDIATE RELEASE**

**THE FRUITGUYS PARTNER WITH SLOW FOOD RUSSIAN RIVER TO SAVE  
THE ENDANGERED GRAVENSTEIN APPLE**

***Consumers Nationwide Can Savor and Support the Rare Apple Variety***

(San Francisco, CA) August 7, 2012 --- [The FruitGuys](#), the industry leader in providing farm-fresh fruit and vegetables to the American workplace, homes and schools nationwide, announced today that they have partnered with [Slow Food Russian River](#), the Northern California chapter of [Slow Food International](#), to launch the limited-edition Gravenstein Apple Box. The sweet-tart, red-green apples are available countrywide in limited quantities from August 14-24 only. Sales of The Gravenstein Apple Box will help support preservation of this national treasure.

Gravenstein apples are one of the rarest, sought after apple varieties in the world, yet are on the brink of extinction. They have been listed in Slow Foods USA's *Ark of Taste*, a list of 200 endangered American foods. Not only are the Gravenstein apples a challenge to harvest, suburban development and the popularity and profitability of wine grape production are among the factors that have greatly reduced the number of orchards and apple acreage in Sonoma County, California, where ideal conditions make it the predominant area for Gravensteins to grow.

"The FruitGuys has always been committed to helping the small local farmer and in this case, helping to preserve an important fruit that is close to disappearing," said Chris Mittelstaedt, founder and chief executive officer, The FruitGuys. "Gravenstein apples date back to WW II when American troops were provided with applesauce and dried apples from Northern California. It is a fruit that evokes nostalgia and we are excited to share this unique apple with everyone across the United States."

For the first time, The FruitGuys will ship the Gravenstein Apple Box nationwide. In addition to purchasing the apples at farm direct prices, the company will donate a significant portion of the profit back to the local farmers to further support them and their commitment to preserving the Gravenstein apples.

The FruitGuys was founded on the premise that bringing healthy brain food to the office will boost productivity, improve wellness and help companies improve bottom lines. They have since then extended that message to millions by encouraging healthy eating at home. The FruitGuys have also created several cause-related initiatives designed to support local farmers and sustainable practices and through the GoodWorks program, they also donate over 300,000 lbs. of fruit a year to non-profit groups.

Both conventional and organic red and/or green Gravenstein Apple Boxes available. For more information and for pricing please visit [www.fruitguys.com](http://www.fruitguys.com).

### **About The FruitGuys**

The FruitGuys is the industry leader in providing farm-fresh produce to the American workplace, homes and schools nationwide. Founded in 1998 and headquartered in San Francisco, The FruitGuys has pioneered this fast-growing category that provides viable solutions to the ever-challenging workplace health crisis. The company was founded on the premise that bringing healthy brain food to the office can boost productivity, improve wellness and help companies improve their bottom lines. For more information please call 1-877-FRUIT-ME or visit [www.fruitguys.com](http://www.fruitguys.com).

### **About Slow Food Russian River**

As part of [Slow Food International](#) (a non-profit, global, grassroots organization committed to small-scale, sustainable production of quality foods), [Slow Food Russian River](#) is one of 150 convivia (local chapters) in the U.S. to carry out the Slow Food mission at the local level. Its members support and promote the food traditions that are part of the cultural identity of this country, and they work to celebrate and sustain the agricultural and culinary traditions of people around the world.

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