



**FOR IMMEDIATE RELEASE**

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### **Robinson Fresh® adds Green Giant™ Fresh Asparagus to Product Lineup**

**Eden Prairie, MN (August 27, 2014)** — Robinson Fresh® continues to add to its lineup of [consumer brands](#) with the addition of Green Giant™ Fresh asparagus. The asparagus product line is available year-round and nationwide through an exclusive licensing agreement.

[Green Giant™ Fresh asparagus](#) is offered in bulk packaging in club and retail boxes, as well as tags, wraps, and poly bags to provide quick and easy packaging options for today's convenience-driven consumers.

The addition of Green Giant™ Fresh asparagus is a result of the collaborative success of the introduction of [Green Giant™ Fresh avocados](#) in May 2013.

“Asparagus is one of the fastest growing fresh vegetable categories and is an essential part of our full line of Green Giant™ Fresh products,” said Jamie Strachan, CEO at Green Giant™ Fresh. “Robinson Fresh's category leadership combined with our Green Giant retail support programs will put our customers in position to consistently outpace the rest of the market.”

In addition to being one of the fastest growing retail brands in fresh produce, Green Giant™ Fresh supports the asparagus category through [value-added services](#) including category management, brand support as well as comprehensive advertising and promotion campaigns.

“Robinson Fresh® is proud to take part in bringing fresh, new asparagus options to our client base,” said Michael Castagnetto, director of global sourcing at Robinson Fresh. “The Green Giant™ brand represents fresh, high-quality products that consumers can depend on.”

Similar to the Green Giant™ Fresh avocado program the bagged asparagus options will feature the [Box Tops for Education™](#) coupons. Green Giant™ Fresh is the only fresh produce brand to feature the nation's #1 school fundraising program. Over 40 million households participate in the Box Tops for Education™ program, and participating schools earned more than \$80 million during the 2012-2013 school years.

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### **About Green Giant™ Fresh**

Green Giant Fresh is the *fastest growing brand in produce* with offerings in all top 20 main vegetable categories. Green Giant Fresh is the leading Category Expert in the main vegetable category as evidenced by its recent *Category Captain* award through Progressive Grocer. Green

Giant Fresh is the *only fresh produce brand featuring Box Tops for Education™* coupons, the nation's most important cause marketing program. Box Tops coupons can be found on over 100 Green Giant Fresh products. Green Giant Fresh is managed by Growers Marketing, LLC, a California-based company. Related website: <http://www.greengiantfresh.com/>

**About Robinson Fresh®**

Robinson Fresh got its start in the produce industry over 100 years ago, providing fresh fruits and vegetables to the settlers of North America. Today, Robinson Fresh is one of the largest produce companies in the world and offers the highest quality products. Robinson Fresh packs in many well-known private label and consumer brands as well as a full line of conventional and organic produce through a worldwide network of regional and local growers. For more information about Robinson Fresh, visit <http://www.robinsonfresh.com>.