



News Release

<http://www.cargill.com/today/press.htm>

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Bolthouse Farms' Heart Healthy Pear Merlot takes all-natural fruit juice to a whole new level with Barlív™ barley betafiber

MINNEAPOLIS – Now there's another great heart-healthy reason to drink juice. Bolthouse Farms'® new Heart Healthy Pear Merlot fruit juice is made with Barlív™ barley betafiber, a natural soluble fiber clinically proven to reduce cholesterol.

“We are excited to offer this great tasting new product to consumers who are managing their heart health,” said Clay Gruenstein, brand manager, Bolthouse Farms®. “Many heart-healthy ingredients were evaluated, and Barlív™ barley betafiber was chosen because of its great fit with our product portfolio – it is 100-percent natural, clinically proven to work and it's completely ‘invisible’ in our products.”

Barlív™ barley betafiber is a natural soluble fiber developed by Cargill that is made from barley and is now backed by an FDA health claim*. In addition, clinical studies with Barlív™ barley betafiber have shown that consuming just 3 grams per day as part of a diet low in saturated fat and cholesterol may help reduce LDL (bad) cholesterol by as much as 9.5 percent without reducing HDL (good) cholesterol. Each serving of Bolthouse Farms' Heart Healthy Pear Merlot fruit juice blend contains 0.75 grams of Barlív™ barley betafiber.

Bolthouse Farms is a fourth generation farm located in California's fertile San Joaquin Valley known for its fresh produce, 100-percent natural juices, and its commitment to both responsible farming and natural health.

Bolthouse Farms' Heart Healthy Pear Merlot fruit juice is available in the fresh produce section of your local grocery store.

****FDA's Authorized Health Claim: Diets low in saturated fat and cholesterol that include 3 grams per day of beta-glucan soluble fiber from barley betafiber may reduce the risk of heart disease. One serving of Bolthouse Farms Heart Healthy Pear Merlot juice blend provides 0.75 grams of this soluble fiber.***

Editor's Notes:

About Cargill

Cargill is an international provider of food, agricultural and risk management products and services. With 160,000 employees in 67 countries, the company is committed to using its knowledge and experience to collaborate with customers to help them succeed.

For more information, visit www.cargill.com, www.cargill.com, www.cargillhft.com and www.cargillsweetness.com.

About Bolthouse Farms

Bolthouse Farms is a 4th generation farm located in California's fertile San Joaquin Valley. For more than 90 years, it has been growing and harvesting premium, fresh produce. Its juices, crafted from the finest fruits, vegetables and other 100% natural ingredients, are a nutritious and delicious expression of its continued commitment to responsible farming and natural health. Visit www.bolthouse.com.