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Shoreline Fruit Expands Michigan Sales Team

Traverse City, Michigan, February 21, 2011 --- Shoreline Fruit, LLC, a grower, processor and marketer of premium dried cherries and other dried fruits, announced the hiring of three new sales assistants in their Traverse City office. The new positions are a result of Shoreline’s continuing growth and expansion into new markets, including the introduction of the Cherry Bay Orchards® brand product line.

Kristen Benages – Benages is a graduate of Michigan State University and previously served as a Marketing Representative with Paul Davis Restoration in Traverse City, Michigan.

Tammy Coulston – Coulston has over 20 years experience in sales, operations, and customer service and most recently served as Operations Manager for Alivio Corporation in Interlochen, Michigan.

Melanie Martel – Martel has over 10 years experience in sales and marketing, including previous positions with Cherry Central, Tendercare, and Comfort Keepers.

“We are very pleased to expand our sales team in Traverse City to support our growing customer base and expanding product line. This will allow us to continue to strengthen the excellent sales and service support customers have come to expect from Shoreline Fruit”, said CEO Ken Swanson.

Shoreline Fruit is a vertically-integrated grower, processor, and marketer of premium dried fruits. Locally-owned and headquartered in Traverse City, Shoreline is one of the world’s largest producers of dried cherries and cherry concentrate. Shoreline also offers a broad selection of other premium dried fruits and fruit-based nutraceuticals to consumers, retail and specialty food marketers, distributors, and processors. From seed to table, Shoreline is committed to quality, innovation, and sustainability. For more information about Shoreline’s products and services, visit www.shorelinefruit.com.

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