

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Farm fresh frozen fruit in Sorbatto's Raspberry Frosty Blue transforms the frozen dessert experience

Sharing the taste of summer all year round with farm fresh blueberries and raspberries in an allergy-friendly frozen dessert everyone can enjoy!

June 10, 2019 (Yakima, Washington) – People are seeking easy and delicious ways to increase their fruit and vegetable consumption. According to the Medical News Today, fruits deliver essential vitamins and minerals, a healthy dose of antioxidants, and flavonoids which are important for preventing disease. Berries are especially powerful for preventing disease, providing a wide range of health-boosting antioxidants.¹ For a healthy daily dose of antioxidant-rich berries, Sorbatto's Raspberry Frosty Blue smoothly blends their farm fresh berries with only four ingredients, fresh frozen raspberries, fresh frozen blueberries from their farm, fresh lemon, and a little sugar, making a frozen dessert transforming the frozen dessert experience, as a fruit-based frozen food that is vegan, gluten-free, non-GMO, nut free, and soy free.

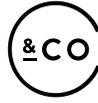


Combining blueberries with raspberries, Sorbatto selects a variety of raspberry for the highest flavor that is like eating raspberries straight off the bush. Raspberries, just like blueberries, are a non-climacteric fruit, which means they cannot ripen after they're picked. Sorbatto ensures the ripeness of the season is put into every pint in using freshly picked and ripened Washington raspberries. The flavors pair perfect with a little lemon and sugar, not too much, for the fruits to lend their own natural sweetness. The Raspberry Frosty Blue tastes like berries in dreamy fresh frozen goodness that has a smooth, rich, light, fluffy texture.

As fourth generation family farmers, the Weijohn family created Sorbatto's Frosty Blue line of 6 nutrient-rich delicious flavors all with a homegrown blueberry base: Blue Passion, Grape, Dark Blue (with infusions of dark chocolate), Blackberry, Lemon and Raspberry. The Weijohn family developed Sorbatto's Frosty Blue

sharing their love of farm fresh frozen fruit in a delightful new experience of fresh fruit frozen desserts.

¹ Sissons, Beth. (2019, Feb). *Top 12 healthful fruits*. Retrieved from <https://www.medicalnewstoday.com/articles/324431.php>



Combining blueberries into each of their flavor integrates the health benefits of blueberries that are high in antioxidants and phyto-nutrients. Blueberries are considered a powerful superfood which are nutrient dense, low in calories, and high in fiber. Recent studies now show that frozen fruits and vegetables have similar and sometimes higher nutritional benefits to fresh produce.²

For a delightful refreshing treat, The Weijohn family shared one of their farm recipes for their Raspberry Blue Frosty – Rhubarb Raspberry Lemonade!

Sorbatto's Rhubarb Raspberry Lemonade

Refreshing and beautiful for summer

2 stalks rhubarb, chopped, 2 cups
3 cups water
1 large lemon, juice
1-3 Tbsp honey or organic sugar
2/3 cup **Sorbatto Frosty Blue - Raspberry**

Instructions

1. Place the chopped rhubarb and water into a pan and heat on high. Once the mixture starts to boil, reduce the heat to medium low and simmer for around 5 minutes, or until the rhubarb is soft.
2. Remove the pan from the heat and puree rhubarb/water mixture until smooth. Strain this mixture, then whisk in the lemon juice and honey or sugar. Place in the refrigerator and chill before serving. It will keep for at least a week if stored in the refrigerator in a sealed bottle.

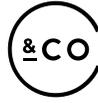
Sorbatto is up to 90% fresh frozen fruit with all the antioxidants, phytonutrients, fiber, vitamins and minerals included. The first ingredient on every package is fresh frozen fruit with no preservatives, coloring, or water. The proprietary processing makes each mouthful smooth and rich, with none of that icy crust.

The fresh frozen dessert is a perfect way to get fresh fruits all year long!

About Sorbatto®

Sorbatto's Mission is to create frozen goodness that everyone can enjoy, fresh from their family's farm, that cultivates health and happiness for everyone. Since 1928 in the fertile Yakima valley in Washington, the Weijohn family has been farming and sharing the fruits of their labor with family and friends. Now in the fourth generation, Sorbatto farm-frozen fruit desserts was created to share this goodness with the U.S., Canada and beyond. With 6 varieties of their Frosty Blue Sorbatto, including Raspberry, Blackberry, Blue Passion, Grape, Lemon and Dark Blue (with a blend of dark chocolate), each contains the unique home-grown blueberry base and through the Sorbatto-proprietary process, a smooth, fluffy, frost-free mouth feel. Sorbatto is available on Sorbatto's [own ecommerce site](#) as well as in select Whole Foods and natural stores in the Pac NW, Pac SW and western Canada.

² Hayes, Kim. (2017, Aug). *Reasons to Eat Frozen Fruits and Vegetables*. Retrieved from: <https://www.aarp.org/health/healthy-living/info-2017/are-frozen-vegetables-fruits-better-than-fresh-fd.html>



For more information about Sorbatto, please visit www.sorbatto.com. For more information on Christie & Co, please visit www.christieand.co. For media related inquiries, product samples, or to set up an interview please contact Bryn Crutchfield, of Christie & Co at (805) 969-3744 or via email at Bryn@christieand.co.

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