



2010 Press Kit





FOR IMMEDIATE RELEASE

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FACT SHEET

- WHO:** Oregon Growers makes [farm-direct specialty foods](#) with the freshest produce available locally, while employing business practices that are respectful to the environment, communities and our way of life.
- WHAT:** Simple recipes highlight the natural flavors of each ingredient found in Oregon Growers' specialty jams, fruit butters, honeys, Pendleton® barbecue sauces, hazelnuts, chutney and modest array of food service items for the restaurant trade.
- In 2005, the National Association for the Specialty Foods Trade (NASFT) named Oregon Growers a finalist in the "Outstanding Product Line" category. That same year, the Strawberry Pinot Noir Preserves received acclaim from NASFT as a finalist in the "Outstanding Jam or Preserve" category. Later, NASFT named the Northwest Wildflower Honey a finalist in the "Outstanding Jam, Preserve, Honey or Nut Butter" category in 2007.
- WHERE:** Oregon Growers is based in Hood River, Ore. — a quaint Pacific Northwest town world-renown for its outstanding growing conditions for fruit. Products can be found in stores throughout the country, such as Whole Foods, New Seasons, Market of Choice, QFC and more.
- WHEN:** Oregon Growers was born in November of 2003, with its first line of preserves released in May of 2004. The first customers were independent specialty retailers in the Portland, Ore. area, with deliveries being made out of the owner's personal truck. Today Oregon Growers boasts a national customer base.
- WHY:** By supporting local farmers that utilize [sustainable growing practices](#) and creating food that truly honors each individual ingredient, Oregon Growers achieves its ultimate mission of serving as a steward to the land.
- INFO:** For further information, access to savory and sweet recipes, or to customize a gift box — uniquely packaged in a handmade wooden box made of blue pine — visit www.oregongrowers.com.

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Inspiration for Specialty Food Line Found in Local Land and Its Harvest

Made with farm-direct ingredients, Oregon Growers' simple recipes honor local produce

Hood River, Ore. — Wind was the precursor to Oregon Growers, literally. Sailing and wind surfing enthusiast, David Gee, fell in love with Hood River and its optimal environment for the sport. As he was continually pulled back to the small Pacific Northwest town, a true appreciation for the beauty and serenity found in its land began to grow; and so he stayed. **And with that, Oregon Growers — [farm-direct specialty foods](#) — was born.**

In the early morning hours, while experimenting in the Sixth Street Bistro's restaurant kitchen, Gee created what would become the first of many product recipes for Oregon Growers. Today the small company boasts 12 award-winning jams (such as Cherry Zinfandel and Pear & Hazelnut Preserves), three fruit butters (such as Pumpkin Butter), three award-winning honey varieties (such as Wild Blackberry Honey), two Pendleton® barbecue sauces, four hazelnut styles, a specialty chutney and a modest array of food service items for the restaurant trade.

As a general philosophy, Gee believes that cooks can't make fruit any better than how nature intended. That's why his recipes are simple, made with one-third less sugar than traditional jams, allowing for a higher concentration of fruit and a much better flavor. Only fresh, in-season ingredients are used — the reason why Oregon Growers' product offerings are continuously changing.

"My job is to start each product with the best fruit available, and try my hardest to not mess it up," stated Gee. "It is important to us to showcase the best of the local food and resources. The Hood River valley is home to the best growing conditions for apples, pears, cherries and berries in the world."

Oregon Growers makes a concerted effort to purchase products from local farmers that utilize [sustainable growing practices](#). Consumers can easily trace every ingredient found in each product back to its original source — differentiating Oregon Growers from other jam makers. Moreover, Oregon Growers is the only specialty foods company to use

— MORE —

pears in its jams, offering four pear-based varieties — because the landscape of the Hood River valley is such that grows pears extremely well.

“Credit must be given back to the local farmers. Oregon Growers’ products are only as good as the fruit that they grow,” said Gee. “The best way to practice general stewardship of our amazing land in the Hood River valley is to truly honor what is harvested by creating brilliant food.”

Oregon Growers’ products can be found in stores throughout the country — such as Whole Foods, New Seasons, Market of Choice, QFC and more — or ordered online at www.oregongrowers.com. Product labels proudly display the artwork of local Hood River illustrator, Mark Nilsson. Gift box combinations, uniquely packaged in a handmade wooden box made of blue pine, can also be customized online. Additionally available online are unique recipes — even savory applications, such as [Apple Fennel Pork Loin](#) and [Cranberry, Pear and Goat Cheese Torta](#) — that creatively use Oregon Growers’ products.

Oregon Growers makes farm-direct specialty foods that highlight fresh, in-season produce straight from the Hood River valley. Its award-winning product line — including jams, fruit butters, a specialty chutney, honeys, Pendleton® barbecue sauces and hazelnuts — is created by combining products from local farmers that utilize the most sustainable growing practices with meticulous quality control. The small company, based in Hood River, Ore., has national distribution, with presence in stores such as Whole Foods, New Seasons, QFC and more.

For uniquely [Oregon gourmet food gifts](#), more information and access to creative recipes, please visit www.oregongrowers.com.

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Holiday Gift Idea Combines Artistic Craftsmanship with Gourmet Food

One-of-a-kind handmade box puts the finishing touch on farm-direct specialty food line

Hood River, Ore. — Oregon Growers offers an affordable holiday gift box option that appears deceptively expensive. Containing a trio of [farm-direct specialty jams](#), or a duo of the renowned [Pendleton® Barbecue Sauce](#), these gift boxes will appeal to foodies and locavores.

Those with a flair for design will also appreciate the detailed craftsmanship that is evident in each [handmade blue pine box](#); which can be repurposed for decorating, creatively used for storing items, or re-gifted to make another present even more special. Moreover, environmentalists can take heart as each box is made from standing dead timber — meaning that no trees were leveled in creating these vessels of goodness.

Retired craftsman Mark Randolph, of Goldendale, Wash., takes his time in creating each box by hand. Not only does he put a concerted effort into sourcing the best wood available — to create a more colorful and durable box — he lovingly glues and staples each container, building them to last.

Randolph, along with his wife — whom he calls his “Chief Sander” — is the only artisan building boxes in this manner. The way in which he applies the inventive logo on the center of the box is a family secret. As an attempt to slow down his business, he only offers his box-making services to Oregon Growers — thus these vessels truly are one-of-a-kind. When asked why he still agrees to work with Oregon Growers, he simply states that he likes the small company’s founder.

Priced at \$23.95 for any trio of jam or \$15.95 for a Pendleton® Barbecue Sauce duo (see accompanying product press release for descriptions), gift boxes can be ordered at www.oregongrowers.com. Made with one-third less sugar than traditional jams, Oregon Growers’ simple recipes highlight fresh, in-season ingredients that are produced by local farmers utilizing sustainable growing practices.

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Oregon Growers Product Guide

PRESERVES

In order to create the most pure and honest jams possible, Oregon Growers truly celebrates the beauty of fruit by keeping its recipes simple. With one-third less sugar than traditional recipes, the pure flavors are allowed to shine through. By using fruit sourced from local farms, each jam is considered its own unique crop. Much like wine, every jar of jam is different, changing with the seasons and times. **The retail price for preserves is \$5.99 per 12 ounce jar.**

[Marionberry Preserves](#)

A Northwest classic, the marionberry takes center stage in this simple and natural jam that has long been Oregon Growers' most popular flavor.

[Strawberry Preserves](#)

Commonly known as the berry capital of Oregon, the Willamette valley is famous for its alluvial soil, warm days and cool nights, creating perfect growing conditions for the strawberries that highlight this jam.

[Huckleberry Preserves](#)

Handpicked from the slopes of Mt. Adams by local foragers, these tiny alpine berries — otherwise known as huckleberries — lend their natural sweetness and tart finish to this mouthwatering jam.

[Northwest Peach Preserves](#)

Made from fresh peaches from the Jones Family farm in Salem, Ore., eating this jam is reminiscent of biting into an actual ripe and juicy peach.

[Red Raspberry Preserves](#)

Packed full with fresh Willamette raspberries, this jam's bright, crisp flavor will bring a smile to any breakfast, snack or lunch.

[Blueberry Preserves](#)

Highlighting Oregon duke blueberries from the Willamette valley — world famous for its alluvial soil — this blueberry jam perfectly preserves the fresh flavor of the harvest.

[Strawberry Pinot Noir Preserves](#)

Oregon's famous Totem Strawberries, so soft and juicy that they can only travel by jar, are paired with a beloved pinot noir from Oregon — a combination that received acclaim from the National Association for the Specialty Food Trade (NASFT) as a finalist in the "Outstanding Jam or Preserve" category in 2005.

[Cherry Zinfandel Preserves](#)

Fresh local cherries, pure cane sugar and just a bit of Zinfandel mingle to make this jam irresistible. Its earthy tones can compliment a bagel or be used as a glaze for [roast pork](#).

[Black Cherry Preserves](#)

East of Mt. Hood cherries grow in abundance, made ripe and sweet by the long hot days and cool evenings of summer. Sweet bing, lapin and lambert cherry varieties make this a very special jam.

[Pear & Hazelnut Preserves](#)

There is nothing more Northwest than the pear. Travel to the orchards, stop at a fruit stand or order a salad and the pear is everywhere here. Large chunks of fresh Bartlett pears, crunchy bits of hazelnuts and lemon zest honor this quintessential Northwest fruit.

[Lemon Pear Marmalade](#)

Ripe Bartlett pears from the Hood River Valley and plenty of lemon zest combine to put a unique twist on a classic treat.

[Cranberry Pear Preserves](#)

Generous chunks of Southern Oregon's best cranberries, Hood River's famous Bartlett pears, lemon, orange and spices will transform turkey sandwiches across America.

CHUTNEY

[Apple Fennel Chutney](#), retail price is \$5.99 per 12 ounce jar

This house specialty is mixed with huge chunks of fresh Sonata apples and real organic cider to make the perfect base for a favorite flavor — fennel. The abundance of fresh thyme and orange zest in this chutney begs to be paired with [salmon](#) or [pork](#).

FRUIT BUTTERS

Oregon Growers' fruit butters brilliantly combine fresh, local ingredients from the Columbia River Gorge to create smooth, rich textures that bring unordinary flair to the most ordinary piece of toast, pancake or cracker. **The retail price for fruit butters is \$5.99 per 12 ounce jar.**

[Not Too Sweet Apple Butter](#)

This special apple butter features fresh Hood River Sonata apples and organic apple cider, building its smooth texture. Enhanced with a touch of cinnamon, its sweetness is softened with a bit of fresh thyme.

[Vanilla Pear Butter](#)

Bursting with the taste of 100 percent whole Madagascar vanilla beans and Hood River Bartlett pears, this smooth pear mixture will bring life to almost any breakfast or desert — partner it with whole wheat crackers, blue cheese or crepes.

[Pumpkin Butter](#)

Earthy Northwest-grown pumpkins and the sweet spices of cinnamon, clove and cardamom give this classic its irresistible flavor.

HONEYS

Honey is undeniably nature's purest and most sweet food. Produced by busy bees and their fantastic beekeepers in the Columbia River Gorge, Oregon Growers' honeys are raw and unfiltered to preserve their subtle flavors and natural enzymes. The retail price for honeys is \$6.99 per 18 ounce jar and \$10.99 for 8 ounce rounds of honeycomb.

[Northwest Wildflower Honey](#)

Named after the bees' favorite stomping ground, this honey is made from the nectar collected from wild blossoms, including varieties such as snowberry, chokecherry, clover and dandelion. It received acclaim from the National Association for the Specialty Food Trade (NASFT) as a finalist in the "Outstanding Jam, Preserve, Honey or Nut Butter" category in 2007.

[Wild Blackberry Honey](#)

The sweet nectar of wild blackberry blossoms found along the historic Sandy River makes this honey uniquely special.

[Honeycomb](#)

Having been distilled from nectar and put into its container by the bees themselves, this honey is completely unaltered. It can be used on biscuits, muffins, toast, cereals, fruit, sandwiches — or eaten plain, as a wholesome candy. The delicate wax may be eaten as well or chewed like gum.

PENDLETON® BARBECUE SAUCES

Made in association with the Pendleton® Round-Up — one of the oldest and most prestigious rodeos in the United States — these authentic Pendleton® barbecue sauces boast a smooth and fiery balance that even the most cantankerous bronco-ridin' cowboy will love. *Let'er buck!*®
The retail price for Pendleton® BBQ Sauces is \$4.99 per 18 ounce jar.

[Pendleton® Original BBQ Sauce](#)

A night cooking by the fire — it's a cowboy tradition, evoking the flavors of fire and smoke, the smell of the open air and that satisfying feeling of a well prepared meal rustled up under the stars.

[Pendleton® Mesquite BBQ Sauce](#)

A cowboy knows that the right kind of wood will impart a complementary flavor to his favorite cut of meat. And in certain parts, the mesquite tree will bring forth the secrets of its subtle, smoky heat.

HAZELNUTS

Oregon is the single largest producer of hazelnuts in United States, with primary growing regions in Oregon Growers' backyard, Yamhill and Willamette valley. Prized for their rich flavor and aroma, these hazelnuts are delicious baked in confections, sprinkled on salads or as a healthy snack. The retail price for hazelnuts is \$4.99 per 6 ounce bag.

[Roasted Oregon Hazelnuts](#)

Boasting a rich flavor and crisp texture developed during the roasting process, roasted hazelnuts compliment appetizers, desserts or side dishes.

[Roasted Oregon Hazelnuts with Sea Salt](#)

Roasted and lightly coated with sea salt, these nuts are perfect for snacking straight out of the bag. They are the ultimate grab and go snack to take on a hike or any outdoor activity.

[Raw Oregon Hazelnuts](#)

Very low in saturated fats and high in protein, complex carbohydrates and fiber — raw hazelnuts are the perfect guilt-free snack.

[Diced Oregon Hazelnuts](#)

A great garnish or a delicious addition for baking — these hazelnuts can be added to Oregon Growers' signature [pear hazelnut cupcake recipe](#).



GIFT BOX OPTIONS

Uniquely packaged in a handmade box, Oregon Growers' gift boxes not only appeal to foodies and locavores alike, but those with a flair for design will appreciate the detailed craftsmanship that is evident in each box. Made from blue pine trees, the boxes can be repurposed for decorating, creatively used for storing items, or re-gifted to make another present even more special. Moreover, environmentalists can take heart as each box is made from standing dead timber — meaning that no trees were leveled in creating these vessels of goodness.

Name	Contents	Price
Summer Harvest Trio	Marionberry, Strawberry, Pinot Noir and Cherry Zinfandel jams	\$23.95
Stephanie's Favorite Trio	Northwest Peach, Blueberry and Red Raspberry jams	\$23.95
Marionberry Trio	Three jars of Marionberry jam	\$23.95
Strawberry Pinot Noir Trio	Three jars of Strawberry Pinot Noir jam	\$23.95
Cherry Zinfandel Trio	Three jars of Cherry Zinfandel jam	\$23.95
Pear Delight Trio	Vanilla Pear Butter, Cranberry Pear and Pear Hazelnut jams	\$23.95
Oregon Bounty Six Pack	A variety of Oregon Growers' top sellers: one jar each of Marionberry, Cherry Zinfandel, Red Raspberry, Strawberry Pinot Noir, Peach and Blueberry jams	\$43.95
Summer Berries Six Pack	Three jars of Marionberry jam and three jars of Strawberry Pinot Noir jam	\$43.95
Oregon Vintner's Six Pack	Three jars of Cherry Zinfandel jam and three jars of Strawberry Pinot Noir jam	\$43.95
The Orchardist Six Pack	Pear Hazelnut, Cranberry Pear, Cherry Zinfandel, Lemon Pear Marmalade, Black Cherry, and Peach jams	\$43.95
Holiday Spectacular	Apple Butter, Cranberry Pear, Strawberry Pinot Noir, Apple Fennel, Cherry Zinfandel, Marionberry, Pear & Hazelnut, Peach and Blueberry jams	\$59.95
Honey Duo	One jar each of Oregon Wildflower Honey and Blackberry Honey	\$16.95
Pendleton BBQ Combo	A jar each of Pendleton® Original BBQ Sauce and Pendleton® Mesquite BBQ Sauce	\$15.95
Pendleton® Mesquite BBQ	Two jars of Pendleton® Mesquite BBQ Sauce	\$15.95
Pendleton® Original BBQ	Two jars of Pendleton® Original BBQ Sauce	\$15.95



Arugula Salad with Blue Cheese and Marionberry Vinaigrette

Featuring Oregon Growers [Marionberry Jam](#)

By David Gee, Founder, Oregon Growers

Ingredients:

- Pre-washed arugula (baby spinach works great too), 1 large package
- Blue cheese, 1 small piece – I like Oregon Blue available in the cheese department
- Oregon Growers Marionberry Jam, 1 heaping tablespoon
- Extra virgin olive oil, 8 tablespoons
- Red wine vinegar, 3 tablespoons
- Black pepper
- Roasted hazelnuts, 1 ounce (optional)

Directions:

- Place the vinegar and jam in the small mixing bowl and stir with a fork or whisk.
- Slowly drizzle in the olive oil in a thin stream stirring constantly.
- Add a few grinds of fresh pepper and set aside.
- Add the greens to the serving bowl, add just enough vinaigrette to coat the greens and toss.
- Garnish with blue cheese, hazelnuts and a few more grinds of fresh pepper.

The dressing can be made ahead, but don't add it to the greens until ready to serve.

Serves 4

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Roasted Pork Loin with Cherry Zinfandel Sauce and Creamy Polenta

Featuring Oregon Growers [Cherry Zinfandel Fruit Spread](#)

By David Gee, Founder, Oregon Growers

Ingredients:

- Pork tenderloin, one 12 – 14 ounce piece
- Oregon Growers Cherry Zinfandel Fruit Spread, 1 jar
- Whole milk ricotta, 4 ounces
- Green onions, ½ cup chopped
- Chicken stock, 8 ounces
- Quick cook polenta, 12 ounce package
- Red Zinfandel, 1 cup (buy something good and enjoy the rest of the bottle with this meal)
- Salt and pepper
- Extra virgin olive oil, 2 tablespoons

Directions:

- Preheat the oven to 375 degrees.
- Heat an ovenproof sauté pan to medium high on the stove.
- Season the pork loin all over with salt and pepper. Add a little oil to the pan and brown pork loin on all sides.
- Place in the oven to complete cooking (total cooking time should be 15 minutes).
- Meanwhile, prepare the polenta according to the directions on the box, but be sure to substitute the water they call for with the chicken stock — *it is much better this way.*
- Once the polenta has cooked, add the ricotta, chopped green onions, salt and pepper to taste and 1 tablespoon extra virgin olive oil — mix well and cover to keep warm.
- After 15 minutes the pork loin should be done. Remove it from the pan and set aside to rest.
- Drain off excess fat from the pan and return to medium heat.
- Deglaze with 1 cup of zinfandel, be sure to get all the good little bits of flavor off the pan. Simmer 2 - 3 minutes.
- Add 2 heaping tablespoons of Cherry Zinfandel Fruit Spread to the pan stirring until the jam has melted into the sauce. Season with a few grinds of fresh pepper.
- To serve: place a few spoonfuls of polenta in the center of each plate. Slice the pork loin at an angle into ½ inch slices. Arrange 3 - 4 slices on the polenta and spoon the sauce over top.

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One Bowl Chocolate Raspberry Layer Cake

Featuring Oregon Growers [Red Raspberry Preserves](#)

By Stephanie Halici, Customer Care Representative, Oregon Growers

Ingredients:

- Oregon Growers Red Raspberry Preserves
- Semisweet chocolate, 6 ounces
- Butter, 1 1/2 sticks
- Boiling water, 1 cup
- Sugar, 2 cups
- 2 eggs
- Buttermilk, 3/4 cups
- Vanilla extract, 1 teaspoon
- Unsweetened cocoa powder, 2 tablespoons
- Salt, 1/4 teaspoon
- Baking soda, 1 1/4 teaspoon
- Flour, 2 cups

Directions:

- Butter two 8-inch cake pans, set aside.
- Preheat oven to 350 degrees.
- Sift the last four ingredients together on a sheet of parchment paper, set aside.
- Place the chocolate, butter and boiling water in a medium, heat-proof bowl placed over a pot of simmering water. When the chocolate and butter are melted, whisk in sugar. Let cool for a few minutes.
- Whisk the eggs into the mixture. Add buttermilk and vanilla. Whisk in the flour mixture until evenly combined.
- Equally divide the batter between the pans. Bake for 18 - 22 minutes, rotating your pans half way through. Insert a toothpick in the middle of the cake to check if done. Let cool 10 minutes before removing from pans.

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Chocolate Buttercream Frosting

Ingredients:

- Butter, 2 sticks, at room temperature
- Semisweet chocolate, melted and cooled, 6 ounces
- Milk, 3 tablespoons
- Powdered sugar, 2 1/2 cups
- Cocoa powder, 1 tablespoon

Directions:

- Sift powdered sugar and cocoa powder, set aside.
- Cream butter until smooth in a stand-up mixer bowl. With the mixer on low, add melted chocolate until all is combined. Add milk and powdered sugar mixture until combined. Add more milk for desired consistency.

To Serve:

- Slice each cake in half, making 4 cake layers.
- Place first layer on your cake plate, cover with Oregon Growers Red Raspberry Preserves, repeat with the next two layers. Place the last layer on top.
- Cover the entire cake with a thin layer of frosting.
- Cool the cake in the refrigerator for 20 minutes.
- Frost the rest of the cake with the remaining frosting.
- Cover with fresh local berries and decorate with piping, shaved chocolate or whatever else your heart desires!

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