



## FOUNTAIN OF YOUTH.

### *Another Sweet Success Story for the BLACK DIAMOND® Plum.*

Customers have long preferred this red-fleshed plum because of its unusual sweetness, and now a recent study has shown that the Sun World BLACK DIAMOND® Brand Plum has one of the highest levels of antioxidant carotenoids and flavonoids, and a high total ORAC\* value. So it's not an ordinary plum, but an extraordinary piece of fruit, ranking higher than blueberries, and second only to cranberries. And that's good news for anyone interested in helping slow the processes associated with aging.

And, when it comes to taste, there is no other. Our premier plum, the BLACK DIAMOND® boasts exceptional flavor, sweetness, and a crisp, juicy texture. You know customers prefer it over any other black plum. And now that the line has been extended, with availability from mid-May to mid-August, it's easy to see why the BLACK DIAMOND® Plum is such a sweet success.

\*Source: Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods – 2007, USDA-ARS Nutrition Laboratory.

**Quality. Innovation. Strength. That's Sun World.**



*Where produce begins.®*

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