



## **PRESS ALERT**

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### **FOR IMMEDIATE RELEASE**

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### **Beachside Produce, LLC Launches “The New Perennial” Lyon Artichoke – the First New Perennial Artichoke in 79 Years**

Guadalupe, California, November 1, 2005 – Beachside Produce, LLC, a California based grower/shipper, formerly known as Apio Fresh, LLC, has announced a new promotion of “The New Perennial” Lyon (lee-own) artichoke. This new artichoke variety, licensed to Baroda Farms of Lompoc, California, is the first new perennial artichoke variety to be introduced in more than 79 years.

Steve Jordan, owner of Baroda Farms and partner in Beachside Produce, LLC, said, “This artichoke is the result of twelve years of plant and taste development. Our new perennial Lyon variety has a leaf that is thicker and meatier than any other commercially available artichoke. The flavor is wonderful!”

Beachside Produce, LLC holds the exclusive marketing rights to this flavorful new artichoke and will be featuring it at the PMA show (booth 749) in Atlanta next week. “Steve Jordan has been developing “The New Perennial” artichoke for several years and we believe that it is the best tasting artichoke in the United States,” stated John Jackson, CEO of Beachside Produce, LLC. “Being a new perennial variety artichoke, it can be grown in a greater range of growing areas, allowing the capability of creating consistency of supply and quality for a great tasting artichoke,” he added.

“The New Perennial” is a very large green artichoke, with a thick fleshy heart. It is round in shape and has an exceptionally long shelf life. “The New Perennial” will be available packed in 12 or 15 ct. sizes in a 7-inch deep box during March, April and May and in 18 and 24 ct. sizes from May through October. It will also be available in a long cut style, with a 7-inch edible stem from March to mid May.

Beachside Produce, LLC, formerly known as Apio Fresh, LLC, is a grower owned sales and marketing company, based in Guadalupe, California, that also specializes in broccoli, Brussels sprouts, cauliflower, celery, green onions, mix and head lettuce.

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