



**FRUIT**  
*of the*  
**LAND**®

all natural  
kosher  
award-winning





*Fruit of the Land was founded in 2003 by Michael & Stacey Kurtz.*

Our goal at Fruit of the Land is to provide the very best all natural, unique, kosher specialty foods to customers in the North American market.

Our family of award-winning products includes Beit Yitzhak 100% Fruit Spreads; Tishbi Wine & Fruit Preserves; Ein Harod Pure Raw Honey; Aunt Berta's Handmade Foods; and more new lines.

We look forward to serving you and providing a taste of the Land!

Sincerely,  
Michael & Stacey and family



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# Beit Yitzhak



*Nestled in the picturesque farming community of the Sharon Valley, Beit Yitzhak Natural Products is a family business that has been producing speciality foods since 1993. Cooked without preservatives and food coloring, their products stand out for their quality. Special care is taken to maintain the wholeness of the fruit, giving the products a delicious home-made taste.*



## award winning

Beit Yitzhak's award-winning **Pomegranate** fruit spread is a delicious addition to any home. Beit Yitzhak's signature cooking process preserves more of the fruits' natural health benefits. A natural source of antioxidants, potassium, and vitamins, this fruit is the perfect origin for a spread full of both taste and goodness.



## superfruit spreads

Along side our popular Pomegranate Superfruit Spread, we also offer flavors:

- Passion Fruit**
- Acai Strawberry**





## 100% fruit spreads

**Peach, Apple Cinnamon, Orange Marmalade, Quince, Cherry, Apricot, Raspberry Plum, Fig, Blueberry, Strawberry, superfruit spreads: Pomegranate, Passionfruit, and Acai Strawberry ... also our NEW flavors: Pear, Feijoa, Guava, Mango.**

Beit Yitzhak's outstanding line of 100% Fruit Spreads are all natural kosher, with no added cane sugar, no preservatives or colorings. Sweetened with fruit juice only. Ideal for the whole family. Great with cream cheese on bagels or crackers; as a topping on French toast; or spooned over ice cream or frozen yogurt. Available in 18 luscious flavors.





# Ein Harod



## ein harod

Established over 80 years ago, Ein Harod has won top honors for its pure, raw honeys. Rich in scent and flavor, the diverse varieties of Ein Harod pure honeys are perfect for a wide range of culinary uses.

Ein Harod's bee-keepers take their bee-hives to the best flowers in the region. Their high-quality honey is 100% pure, all-natural with nothing added.

Available in **Galilee Starthistle Blossom**, **Citrus Blossom**, **Siziphus Blossom**, **Avocado Blossom**, and **Wildflower Blossom**.



## minis

Perfect for gift baskets, wedding favors, place settings and more... Available in **Wildflower Blossom**. Also available **Beit Yitzhak mini fruit preserves**.





# Tishbi



*Unique, fragrant and delicious, Tishbi Wine & Fruit Preserves are created by Oshra Tishbi Fine Foods from the vintage of her family's award-winning winery, Tishbi Estate Winery. Cooked in small batches to ensure the finest quality product. This unique process delivers a completely natural, fruity and flavorful, less sugared preserve. Simply add to a cheese board as an alternative to fresh fruit. Also delicious on a warm croissant, French toast or ice cream.*



## award winning flavors

Recipients of the prestigious sofi Awards, sofi Silver Finalist **Cherry Shiraz** and sofi Gold Winner **Onion Cabernet**.

## gift boxes

Preserve duo gift box.



## wine & fruit preserves

Award-winning **Fig Cabernet**, **Strawberry Riesling**, **Cherry Shiraz**, **Sangria Preserve**, **Passionfruit Riesling**, **Mango Chardonnay**, **Apricot Riesling**, **Wild Berry Merlot** and **Onion Cabernet**.

## olive oil

**Cold-pressed Extra Virgin olive oil.** Rich in antioxidants and is naturally cholesterol free.

Available in 500 and 700ml.





# Aunt Berta's



Aunt Berta's 75% fruit Apricot preserve won a 2010 Silver Sofi Award.

*Aunt Berta's carries on the tradition of making select preserves and marmalades from choice fresh fruits lovingly grown and processed on their own farm in the Carmel region. Today the fruit preserves, sauces and other unique & delicious specialty foods are produced in a state of the art facility. Aunt Berta's all natural product range is free of preservatives and food coloring.*

## preserves that take you back

From traditional to exotic... **Apricot** (sofi Gold winner, best preserve), **Fig**, **Berry Mix**, **Strawberry**, **Peach Blackberry**, **Apple Cinnamon**, **Orange**, **Pomegranate**, **Passion Fruit**, **Pink Grapefruit**, **Mango**, **Kiwi Mango**, **Mango Lychee**... and more. Available in 75% and 50% fresh fruit. 250g and 340g (with or without bonnet).



## sauces

Perfect over ice cream, waffles or French toast. Fresh fruit sauces are available in: **Pomegranate**, **Pomegranate & Plum**, **Passion Fruit**, **Mango** and **4-Fruit Citrus Mix**.

Great for grilling, marinades or as dipping sauce. Savory sauces are available in: **Fig Barbecue**, **Onion Red Wine**, **Chili Garlic** and **Mango Curry**.



# New to Fruit of the Land



*We proudly introduce these new gourmet discoveries. We hope you enjoy them as we continue to provide a Taste of the Land!*

## beit-yitzhak

From the brand that brought you the popular 100% fruit preserves, come two new culinary delights. Dulce de Leche, a creamy caramel spread native to Southern American cuisine satisfies any sweet tooth. Try it on toast, warm croissants, over ice cream, or sandwiched in between two shortbread cookies. Fruit bars, packed with fruit, no additives, no preservatives. Available in apple and fig.



## olia

An olive oil love story. Inspired by a passion for food and culinary delights of the Mediterranean, Olia products are innovative, fresh and exciting.

## ceremonie

Ceremonie tea is Israel's leading brand of premium tea. This whole-leaf tea, uses high-quality herbs, spices, and flowers, in wide variety of options that provide a delightful taste and aroma.



## fruit of the land

Our private label 75% fruit preserve collection is made with hand-picked local fruits. Its farm fresh, homemade taste is all natural and ideal for the whole family. Great for breakfast on bagels, scones or toast, delicious topping on ice cream or frozen yogurt, perfect for use in baking. Available in Apple, Fig, Orange Marmalade, Strawberry, Apricot and Mixed Berry.



## roy

Sweet pleasures that melt at the touch of the tongue. Award-winning ROY Chocolate offers a wide range of handmade, unique confections.



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