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## Tishbi's Onion Cabernet takes home sofi™ Gold

**TORONTO, June 22, 2012—** Tishbi Onion Cabernet wins sofi™ Gold at the National Association for the Specialty Food Trade (NASFT) Summer Fancy Food Show 2012. Tishbi Cherry Shiraz Wine & Fruit Preserve was also named a Silver sofi™ Finalist at this year's show.

The sofi™ Award is the top honor in the gourmet food industry; "sofi" standing for Speciality Outstanding Food Innovation.

"To be named a Silver sofi™ Finalist is a great honor," says Michael Kurtz, President of Fruit of the Land Inc. "To win sofi™ Gold is a remarkable recognition for which we are thankful."

Tishbi Wine and Fruit Preserves have garnered international acknowledgments for their innovative and delicious products. In 2010, Tishbi Fig Cabernet Preserve was a proud recipient of the Silver sofi™ Finalist Award. In 2011, Tishbi preserves were awarded Retail News Best Gourmet Food Gift at the Canadian Gift and Tableware Association Show, and the Tishbi Champagne collection was awarded Best Overall New Product at Kosherfest.

"Winning sofi™ Gold is a milestone for the Tishbi product line," says Kurtz. "We are delighted to be a part of it and look forward to the future."

### **About Fruit of the Land Inc.**

Fruit of the Land is a North American distributor committed to provide the very best all natural, unique, kosher specialty foods.

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