



**Fruit of the Land
Gideon Springs Pure Avocado Blossom Honey**

2017 sofi™ Gold Winner

Fruit of the Land Wins Gold sofi™ Awards

3,000 Products Competed for Top Specialty Food Association Award

Thornhill, Canada (April 19, 2017) – Fruit of the Land’s Gideon Springs Pure Avocado Blossom Honey has won sofi Gold Award in HONEY in the Specialty Food Association’s 2017 sofi™ Awards competition.

A sofi is the top honor in the \$127 billion specialty food industry. “sofi” stands for Specialty Outstanding Food Innovation and represents the best of the best from members of the Specialty Food Association.

The Pure Avocado Blossom Honey was one of 154 Winners selected by a national panel of 62 specialty food experts from 3,000 entries across 39 categories. Every entry is carefully assessed by passionate and knowledgeable food professionals including chefs, culinary experts, academics, food writers, and category buyers. Products are judged on taste, including flavor, appearance, texture and aroma, as well as ingredient quality. All tastings are blind.

“We are truly delighted and grateful for this win! It means a great deal to us to be recognized in this way by the Specialty Food Association and the accomplished judges. We are beyond thrilled! There is quite a buzz around here! We see avocado being used in the culinary world in a variety of delicious ways. Now the pure, thick, rich raw honey from the avocado blossoms can be utilized as well,” said VP of Marketing for Fruit of the Land Inc., Stacey Kurtz.

“A sofi means a product, and the people behind it, have arrived,” says Phil Kafarakis, president, Specialty Food Association. “This year’s winners represent a devotion to excellence and innovation in specialty food that continues to fuel our industry, excite consumers and expand retail offerings around the world.”

The sofi Awards are open to members of the Specialty Food Association, a not-for-profit trade association established in 1952 for food artisans, importers and entrepreneurs with more than 3,400 members in the U.S. and abroad. For more information on the association and its Fancy Food Shows, go to specialtyfood.com. Learn more about the sofi Awards at specialtyfood.com/sofi.

Fruit of the Land

Fruit of the Land was founded in 2003 by Michael & Stacey Kurtz. Located in Thornhill, Canada, the company’s philosophy is to bring customers the best of the Land. Gideon Springs Pure Raw Avocado Blossom Honey comes from lush avocado groves, is rich in vitamins and minerals and has an unique dark amber color and a distinctive aroma. It is perfect drizzled over cheese and has a wide range of culinary uses.

More information can be found at www.fruitoftheland.com

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs. Established in 1952 in New York, the not-for-profit trade association provides its 3,400 members in the U.S. and abroad with resources, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association owns and produces the Winter and Summer **Fancy Food Shows**, and presents the **sofi™ Awards** honoring excellence in specialty food. Learn more at **specialtyfood.com**.

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