



Healthy Food Brands to Produce Welch's Dried Fruit and Freeze Dried Fruit

By Phil Sapienza

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Commack, NY – Healthy Food Brands, a leading licensed and branded confectionary manufacturer with headquarters in New York, announced that they have partnered with Welch's to develop and market a wholesome snacking line under the Welch's brand. The initial line will include freeze dried fruits, trail mixes and premium dried fruits.

"We are extremely excited to be working with this iconic family-friendly brand," said Russ Asaro, Executive Vice President of Healthy Food Brands. "We have an outstanding team on board and are confident that the Welch's brand will take our "better for you" line to the next level."

Headquartered in Concord, Massachusetts, Welch's is the world's leading marketer of Concord grape-based products.

As a family-farmer owned business, Welch's has been delivering the goodness of the grape to adults and children alike for generations

Welch's is an iconic brand with a rich heritage and a portfolio of family favorites.

"We are excited to be extending the Welch's brand into additional snacks that families will enjoy," said Glenn Hendricks, Head of Global Licensing at Welch's. "Healthy Food Brands is a great partner and have developed delicious snacks with extraordinary packaging. They are the right company to get the Welch's brand to a broad market and extend the brand to more people in more places everywhere."

Welch's licensed snacks will be available at major national retailers beginning in 2015. Healthy Food Brands will be releasing additional better-for-you products in the following months.

The agreement between Healthy Food Brands and Welch's Licensing was brokered by Brandgenuity.

About Healthy Food Brands

HFB is one of the leading marketers of licensed and branded confections and snacks. From its New York headquarters, HFB develops licenses and produces confections and snacks for its own labels, for private labels and for dozens of major brands.

For more information, please visit <http://www.hfbusa.com>

About Welch's

Headquartered in Concord, Massachusetts, Welch's is the processing and marketing subsidiary of the National Grape Cooperative. Welch's is owned by about 1,000 family farmers across America and in Ontario, Canada, who make up this cooperative and who grow the delicious and inherently healthy Concord grapes used in Welch's juices and other grape-based products. Welch's is committed to research and development that will meet the growing demand for products that address consumers' health and nutrition needs. Welch's products are sold throughout the United States and in approximately 40 countries around the globe. Welch's is an Equal Opportunity Employer-Minorities/Female/Disabled/Veterans. For more information on Welch's visit welchs.com.

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