

# FRUIT LUAU HAS A NEW LOOK.



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First Quality updates packaging with Fruit Luau design

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First Quality Produce, a Central California processor and distributor of wholesale produce, is known for its custom produce processing facility that provides fresh-cut fruits and vegetables tailored to customers' needs. The company distributes to a wide variety of customers, including hotels, healthcare facilities, school districts and casinos. Now First Quality has announced its new design for its Fruit Luau buckets.

In 2014, First Quality Produce acquired Amber Foods, a small family-owned business dating back to 1961 that created the Fruit Luau fruit salad buckets. While the new design continues the tropical theme of the previous label, the brighter colors better represent the bold and delicious flavors inside. The salad has a shelf-life period of 21 days and is packaged in one-, two- or three-gallon buckets with cubed pineapple, honeydew, cantaloupe and grapes.

"Fruit Luau has been a staple in First Quality's operation since the acquisition in 2014," said CEO Mike Kahaian. "The buckets' continued success is the result of our food-safety team that works hard to consistently produce a high-quality product that our customers enjoy. The new design and where First Quality is at today represents not only growth but also the legacy of Amber Foods that we plan to continue for many more years to come."

The new Fruit Luau design will make its debut in January 2022. For more information, email [info@firstqualityproduce.com](mailto:info@firstqualityproduce.com) or call 559.442.1932.

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