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Queen to lead Snappy Apples sales

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TPG Enterprises in Othello, WA, has hired Loren Queen as sales and marketing manager for its fresh-cut apple line, Snappy Apples, and as project manager of its tart cherry juice line, Tart is Smart.

Mr. Queen has 10 years of experience in the fresh-cut produce industry, most recently as director of marketing for the International Fresh-cut Produce Association.

Ivan Taylor, president of TPG, said in a statement, "We are excited to have Loren join our team. We know his level of commitment will take us to the next level."

Mr. Taylor said that TPG wants to grow its fresh-cut fruit operations to meet the demand of the growing category. TPG is also in the process of launching a new health-juice line made with tart cherries.

"This is an exciting opportunity to make a real difference in the fresh-cut industry," said Mr. Queen. "TPG has a great product and a strong commitment to making sure fresh-cut apples maintain the image of health and safety that the fresh-cut industry at-large has worked so diligently to foster.

"Tart cherry juice is another exciting product that promises so much to the consumer in the way of health benefits," he added. "It feels good giving consumers healthy options with products like these."

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