



FOR IMMEDIATE RELEASE
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NEW STATE FAIR FOOD ON A STICK SHOWCASES OFFICIAL STATE FRUIT

State Cranberry Growers Partner with Wisconsin Confectioner to Create Newest ‘Must Try Stick-Fare’

WISCONSIN RAPIDS, Wis. – The Wisconsin State Cranberry Growers Association (WSCGA) today announced that it will debut Chocolate Covered Cranberries on a Stick at the 2011 Wisconsin State Fair. The product features Wisconsin grown, sweetened dried cranberries that are clustered on a stick and coated in dark chocolate with a white chocolate drizzle. The new product was developed in conjunction with Milwaukee-area confectioner Niemann’s Candies.

“Chocolate covered cranberries on a stick perfectly pairs sweet and tangy dried cranberries with rich dark chocolate,” said WSCGA Executive Director Tom Lochner. “We think fairgoers will enjoy this irresistible twist on our state fruit – making it a must try stick-fare at this year’s Fair.”

WSCGA’s Chocolate Covered Cranberries on a Stick will sell for \$2.50 each and are exclusively available at the cranberry growers booth in the Wisconsin Products Pavilion. WSCGA will also continue to sell its famous State Fair Oatmeal Cranberry Chocolate Chunk Cookie and other products at the Fair, which runs August 4 through 14. Follow @WisCranberries or like Wisconsin Cranberries on Facebook for updates on #CranOnAStick.

“State Fair is the prime time for people to sample Wisconsin foods and learn about Wisconsin agriculture,” said Lochner. “A visit to our booth provides quick and fun information about Wisconsin’s official state fruit and tempts the taste buds of Fairgoers.”

Cranberries, the official state fruit, are Wisconsin’s largest fruit industry in both value and size and account for more than 85 percent of the total value of fruit production in the state. More than 250 growers produce cranberries on approximately 21,000 acres of land throughout

20 counties in central and northern Wisconsin. More information on Wisconsin's cranberry industry, its history and recipes is available at www.wiscran.org.

WSCGA was founded in 1887 and is committed to developing and implementing programs that will assist growers in doing a better job of growing cranberries and strengthen the public support for the industry in Wisconsin. For more information, visit www.wiscran.org. WSCGA is also on [Facebook](#) and [Twitter](#).

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