



2009 Harvest

WHOLESALE PRICE LIST

Toll free: 1-877-639-2767
Fax: 250-546-6653
or 250-542-3314
info@ranchovignola.com
www.ranchovignola.com

Best of the New Crop...

Greetings one and all! It's time to take a look in your cupboards and freezers, use up those jars of raisins and bags of walnuts, and decide what you didn't order enough of last year! Yes, it's harvest season again - time to get stocked up with fresh nuts, delicious dried fruit and tasty confection to see you through the cold months ahead.

Pricing

While we can always expect some price increases every year due to inflation, we are very pleased to see a good number of products actually decreasing in price this season, e.g. brazil nuts, filberts and especially pecans and walnuts, which are both over a \$1/lb cheaper! Sometimes this is a result of stabilized fuel costs during the last few months, which affects any products having to travel from farm to processing. Additionally, many crops have produced a higher than average yield this year, despite the continuing drought being felt over most of California.

We at Rancho Vignola also try to do our part in keeping prices stable; for example, this year we have managed to lower the price on all of our own in-house trail mixes. Everyone who has tried these freshly made mixes raves about them - they are simply the best! One huge price increase we must explain: the price of pine nuts has skyrocketed this year due to extreme supply shortage worldwide. Unfortunately, we can only offer conventional pine nuts this year, as the organic variety is simply not available from our supply source.

Online Ordering

Our online ordering system is the fastest, most secure and efficient way to submit your wholesale order. After your order has been placed using our simple step-by-step process, you will receive an automatic confirmation email to confirm that your order has been received. And our secure site allows you to submit your credit card info directly online, eliminating the need for time consuming telephone tag. Altogether a smooth and worry-free experience!

Warehouse Order Pick-Up

Local customers who wish to pick up their order at our Armstrong warehouse must make prior arrangements with

us. Please let us know at the time you place your order if you would like to pick it up, and you will be contacted when it is ready.

Customer Service

We always like to remind our customers that close to the order deadline our phone lines are extremely busy, especially during the last three days. We check messages and return calls as fast as we possibly can, however email is by far the more efficient and quickest method to get in touch with us during this busy time. So, where possible, we encourage you to reach for the keyboard before the phone!

New Pouch Bag

We've just received a few samples of our spiffy new pouch bag and are thrilled with how it looks! We will be experimenting with the bags during this season, so your 5lb bag products will be packaged with a mixture of the new style bag as well as with our regular Rancho bags. We'd love your feedback on how the bags work for you through the winter, so please let us know your impressions!

Next year we will be celebrating our 30th anniversary, so look for some special promotions as well as a brand new Rancho mix or two! Thanks to so many of you who have been with us since the beginning, as well as those who have joined us along the way. We appreciate your support and couldn't have come this far without you. Happy Harvest!

— The Rancho Vignola family.

NOTE: We will be incorporating complete ingredient listings of all new products onto our website over the next few days. However, if you need immediate info contact us by email or on the toll-free line.

Ingredients for Trail, Fruit and Nut Mixes

Deluxe Trail Mix:

Roasted cashews and almonds, yogurt coated raisins, apricots, cranberries, Thompson raisins, golden raisins, pineapple, papaya, pears (nuts roasted in canola oil). May contain traces of peanuts.

Honey Roasted Nut Mix:

Toffee peanuts (peanuts, sugar, butter, salt), fire roasted almonds (almonds, sugar, cinnamon, salt) honey roasted cashews & pecans (cashews, pecans, sugar, honey, corn syrup, modified food starch, maltodextrin, calcium stearate, lecithin, gum arabic, salt).

Mountain Trail Mix:

Blanched peanuts, jumbo Thompson raisins, almonds, sunflower seeds, cashews, lightly roasted pumpkin seeds. Nuts roasted in canola oil.

Nut Mix - Deluxe, Salted and Unsalted:

Roasted cashews, almonds, pecans, filberts and brazil nuts, sea salt (salted mix only!) Nuts roasted in canola oil. May contain traces of peanuts.

Tropical Maple Syrup Nut & Fruit Mix - Organic:

All ingredients certified organic: walnuts, cashews, almonds, Brazil nuts, maple syrup, coconut flakes, banana chips (bananas, virgin coconut oil, cane sugar), unrefined Algalve sea salt.

Rancho's Own Fruit & Nut Mix, Raw - Organic:

Organic ingredients: Almonds, baby native pecans halves, diced mango, cranberries, Thompson raisins, diced bananas (coated in organic rice flour.) whole cashews, ribbon coconut.

Rancho's Super Antioxidant Goji Mix, Raw - Organic:

All items are raw Certified Organic. Ingredients: Baby native pecans, raw pumpkin seeds, goji berries, Thompson raisins, juice sweetened blueberries and cranberries.

Rancho's Breakfast Mix, Raw - Organic:

All items are raw and certified organic. Ingredients: Sunflower seeds, baby native pecans, pumpkin seeds, hemp seeds, goji berries, raisins, blueberries, cranberries, apple juice.

Mixed Fruit Halves:

Large halves of dried peaches, pears, apricots, whole pitted prunes, and apple rings.

Baker's Fruit Medley:

Diced sun-dried California apricots, peaches and pears, mixed with cranberries, Golden raisins and Thompson raisins.

New Products

BAKING

We are pleased to add the Cocoa Camino brand of superb chocolate to our product line-up. Not only certified organic, but also certified Fair Trade, Cocoa Camino is produced by La Siembra Co-operative. Based in Ottawa, La Siembra is one of four Canadian companies to win WorldBlu's "Worldwide Award for the Most Democratic Workplaces".

Here are the three products we are listing:

Coconut - Ribbon, Fair Trade:

This Colombian 'ribbon cut' coconut is the same coconut we use in Rancho's own Fruit & Nut mix. It is super fresh and flavorful, ideal for baking and to create your own mixes.

Milk Chocolate Wafers, Fair Trade, 41% cocoa - Organic:

Raw cane sugar, cocoa butter, whole milk powder, cocoa liquor, vanilla powder. For use in seasonal chocolate creations.

Dark Chocolate Wafers, Fair Trade, 70% cocoa - Organic:

Cocoa liquor, raw cane sugar, cocoa butter, cocoa powder. Deep, dark, intense. For those confections where chocolate should shine as the star attraction.

Dark Chocolate Chips, Fair Trade, 56% cocoa - Organic:

Raw cane sugar, cocoa liquor, whole milk powder, cocoa butter. Perfect for cookies, squares or muffins.

Natural Palm Sugar, Fair Trade - Organic:

From Big Tree Farms; Produced from the sun-kissed, sweet juices of tropical coconut palm sugar blossoms, this sugar is especially high in potassium, magnesium, zinc and iron and is a natural source of the vitamins B1, B2, B3, B6 and C. 100% Organic, unprocessed, unfiltered, and unbleached with an extremely low glycemic index, an extremely high

Introducing Big Tree Farms, Indonesia:

You may remember the piece we wrote in this summer's newsletter about meeting the young couple Ben and Blair Ripple of Big Tree Farms during our recent trip to the beautiful island of Bali. A dynamic duo from New York, the Ripples moved to Indonesia about eight years ago. It was there they started Big Tree Farms, an organization committed to supporting the preservation of traditional farmers through the development of social, ecological and economically sustainable supply chains and direct transparent trade. We are thrilled to bring two of their great products to our Canadian customers: Natural Palm Sugar, Fair Trade - Organic, and Cashews, Authentically Raw, Fair Trade - ORGANIC

nutrient content and an affordable price for manufacturers and consumers alike, Evaporated Palm Sugar is poised to become the leading sustainable sweetener. Perfect for all your sweetening needs, for baking, or simply added to your coffee/tea - dissolves completely, leaving no residue.

CONFECTION

Cashews - Maple Syrup - Organic:

These cashews are a different product than the similarly named ones we carried last year. The price is higher, but the quality is superb. Made with simple organic ingredients - cashews coated with real maple syrup and sea salt - this delightful confection will more than satisfy that sweet craving.

New Products Cont'd

Native Baby Pecan Brittle:

Made with our favourite Missouri pecan 'babies', this classic brittle is hand made and stretched in Nevada. Once you taste it, there's no stopping! Ingredients: Cane sugar, brown sugar, corn syrup, water, Missouri pecans, butter, salt, baking soda.

NUTS

Cashews. Authentically Raw. Fair Trade - ORGANIC:

From Big Tree Farms; There is simply no alternative to Authentically Raw cashews! They are sweeter and more toothsome than any other cashew we've ever tasted. They are grown on the islands of Flores and its southern neighbor Sumba, which account for the majority of cashews produced in Indonesia. Big Tree Farms has been instrumental in reducing the exploitation formerly experienced by the Indonesian growers, by helping them achieve certified organic and Fair Trade status. The creation of the Authentically Raw process has also resulted in the farmers receiving value added premiums for their raw, cold-processed cashews. More detailed information on the Authentically Raw process is available - contact us for details.

Peanuts - Raw, Red Skin - Organic:

We have finally secured a supply of organic U.S. peanuts. Grown in New Mexico, these raw nuts are small to medium in size, and ready for your custom roasting, baking and snacking needs.

DRIED FRUIT

Banana Chips - Organic:

Similar to regular crunchy banana chips, but all organic! ingredients: bananas, coconut oil, sugar, natural flavour - all certified organic.

Currants - Organic:

We were unable to secure our usual supply of conventional currants this year, but we are happy to announce the return of these delicious organic ones. From our organic raisin supplier in Australia, these little beauties pack a lovely currant flavour perfect for your favourite recipes.

Figs, Kadota - Organic:

Organic Calimyrna figs have been in short supply in the last few years and this year our supplier has none at all. However, they are able to offer us organic Kadota figs. This fig is much smaller than Calimyrna, and although similar in appearance, the flavour is less nutty and overall milder.

About Almond Pasteurization

Since 2007, all almonds originating from the US must now undergo some form of pasteurization. The steam processing method used by our trusted long time almond supplier is the best method available for leaving raw almonds intact. The almonds are subjected to only a light surface pasteurization (a steam process done under vacuum), preserving flavour, texture and most importantly, nutritional integrity.

Wholesale Ordering Policies

- **Minimum order: \$500**
- **5% GST will be added where applicable**
- **Shipping begins early November**

Every season we conduct a thorough analysis of our shipping costs across the country. This has yielded a few surprises in certain areas, and will mean some slight changes here and there on the map. This year some of our more rural customers in Alberta may have to pay a small percentage of the total freight cost (the majority of the total is still covered by us), while some in provinces east of Alberta could end up paying a little less. Customers in the central regions of BC, including Vancouver Island, and most of central Alberta automatically receive free shipping on wholesale orders. See our website Policies page for a detailed description of our freight policy. Customers affected by any new costs will be contacted with exact details prior to order shipment.

- **Discount for Pre-paid Orders**

We offer 2% discount to all customers for orders paid in full by mid October. Please let us know when placing your order if you would like to receive the discount. New customers MUST pre-pay but will also be entitled to the 2% discount. Wholesale orders must still reach \$500 minimum after the discount is deducted. Methods of payment are: VISA, Mastercard, cheque, or money order.

- **Ordering:**

Orders can be placed online, by fax and through our toll-free line (see below). Details for online ordering are on our website.

- **Toll-free Order line:**

Our toll free line, 1-877-639-2767, connects you with our message service. To place an order, you will be asked to clearly state your name and number (including area code), and your call will be returned. Small orders or order add-ons can also be left as a message and will be acknowledged. Please be aware the order line sometimes gets backed up close to the deadline, and that we are clearing the line and responding to your messages as quickly as we can! (see the Customer Service paragraph on the front page.)

- **Price List Available in MS Excel Format:**

For those of you who re-sell Rancho Vignola products, we are offering our pricelist as an MS Excel file which you can customize to fit your requirements. Please contact us to request the file.

**Order Deadline:
Monday September 28th**