



For Immediate Release
July 18, 2012

Contact: Thom Householder, Front Burner PR
(207) 653-6122 thom@frontburnerpr.com

FRESH MAINE WILD BLUEBERRIES AVAILABLE IN LOCAL AREA MARKETS

A classic summertime treat marks the height of summer in New England.

Portland, ME - One of the region's rites of summer has arrived, as grocers throughout Northern New England are stocking fresh Maine Wild Blueberries.

Fresh Maine Wild Blueberries are available this summer between the first week of August and the first week of September. They can be found in select grocery stores, markets and farmers markets throughout Maine, Vermont, Massachusetts and New York City.

"Wild Blueberries are one of nature's seasonal timekeepers that mark this time of year," said Lynn Thurston, owner of Blue Sky Produce in Phillips, Maine. "They're only available fresh during late summer, and it's a treat to eat them by the handful, in a homemade Wild Blueberry pie, or sprinkled on cereal."

Fresh Wild Blueberries are sold in pint containers and are easily identifiable by their distinct pearl size, which is smaller than cultivated blueberries.

Aside from their great taste, Wild Blueberries offer a host of potential benefits when they are a regular part of a healthy diet. They are an antioxidant leader, have a low glycemic index, contain only 71 calories per one-cup serving, and are high in fiber.

Wild Blueberries are versatile and delicious. They can be baked in muffins, blended into smoothies and, of course, used to make one of Summer's classic pies.

A number of recipes for all occasions are available at www.wildblueberries.com/recipes.

These simple pie recipes showcase the sweet, tart flavor and color of Wild Blueberries.

- Easy Classic Wild Blueberry Pie - www.wildblueberries.com/recipes/pie.php
- Creamy Wild Blueberry Pie - www.wildblueberries.com/recipes/creamy_pie.php
- Wild Blueberry and Lemon Meringue Pie - www.wildblueberries.com/recipes/meringue_pie.php

Wild Blueberries are not planted; instead, they grow naturally in the fields and barrens of Down East Maine and Canada, and have been harvested for thousands of years.

Today, growers rake Wild Blueberries to harvest them, a technique that earlier generations of Wild Blueberry growers would find familiar. It takes two years for a Wild Blueberry bush to produce its fruit, and only 1% of each year's harvest is sold fresh.

Although Wild Blueberries are available fresh only for a short period during late summer, they are readily available year-round in the frozen fruit aisle at grocery stores, frozen fresh to preserve taste, antioxidant capacity, and nutritional value.

"I tell people to enjoy fresh Wild Blueberries now," said Thurston, "and to enjoy them frozen all year long to remind them of Summer."

About the Wild Blueberry Association of North America (www.wildblueberries.com)

The Wild Blueberry Association of North America is a trade association of growers and processors of Wild Blueberries from Maine and Canada, dedicated to bringing the Wild Blueberry health story and unique Wild Advantages to consumers and the trade worldwide.

For news, recipes, and related health information about Wild Blueberries, visit www.wildblueberries.com, www.wildblueberryhealthblog.com, and follow www.facebook.com/wildblueberries and www.twitter.com/WildBBerries4U.

#