

Sweet and Juicy Honey Peaches in 99 Ranch Supermarkets

It's the harvest season for the sweetest, juiciest honey peaches and they're available now at all 99 Ranch Supermarkets.

These peaches are not like other peaches sold in other stores; they are specially cultivated by King River Inc, an American company now operating in California.



Naturally grown and carefully nurtured by the Wang family who moved from Taiwan more than ten years ago, these special peaches are called by Mr. Wang as "fairy peaches". When their family first arrived in America, they started Aroma Orchard in a small town in Dinuba in Fresno, California. Aroma Orchard lies in a beautiful valley with superior natural advantages: 100% natural snow water source from the Sequoia snow ridges, very fertile soil, and dry weather. The Wang family took many years and countless trials to finally come up with the best honey peaches. They analyzed the leaves and soil, removed all insects to make sure the orchard is pesticide-free, ensured there are enough minerals and sustenance for each plant to stimulate healthy, natural growth of all peach fruits, and mastered the art of harvesting. Fairy peaches are harvested uniquely – each harvester uses a measuring device specially designed to measure the peach's size, fruit skin color (vibrant red), firmness and ripeness. Each fruit is carefully hand-picked, hand-packaged, and then immediately delivered to 99 Ranch supermarkets so that all customers can enjoy the most natural, sweetest and juiciest Fairy peaches.

In between May and September is the harvest season for Fairy Peaches. Harvesting these peaches is a race against time. The harvest must be complete between 6am to 1pm. Hot climate in the afternoon will cause the fruits to be too ripe to eat. After the har-

vest, all the fruits need to be immediately hand packaged and sent into ice coolers for rapid cooling in less than two hours. This is to ensure freshness for each hand-picked fruit. Even the packaging process has top standards. The Wang family will pick out any peach that has defective spots, bad appeal or even tiny scratches from the tree branch. All defective peaches are tossed out to be used as fertilizers. Mr. Wang firmly believes that "one must sacrifice in order to gain higher quality". Therefore, each Fairy peach in those boxes are guaranteed to be of the highest quality.

The Fairy peach is a nutrient powerhouse, containing high volumes of iron, vitamin A and C, plus riboflavin and carotene, which are the best natural anti-aging oxidants that our body needs. The ancient Chinese medicine describes that eating peaches can bring vibrant colors to one's appeal.

From day one, 99 Ranch Market has embraced the customer-first philosophy and operated the company based on customer needs. For this season, 99 Ranch markets offer the best honey peaches --- the Fairy peach with its radiant color, tropical fragrance, perfect ripeness and sweetness. There are many "peachy" refreshments you can enjoy – the Peach slush, peach lemonade, peach pie, peach crepes and more. So, go get them now at any 99 Ranch Market.

99 Ranch market local stores' information can be found at www.99ranch.com. Or call our customer service hotline: 1-800-600-TAWA(8292).

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The famous Hanabishi Box containing Sashimi, Tempura, Grilled Salmon, California Roll w/ Salad, Rice, Miso Soup and 1pc Mochi Ice Cream is priced at \$9.99 only during Happy Hour, from 5pm to 8pm starting August 01, 2009 and at other times during its hours of operation, regularly priced at \$16.50. Promo ends September 30, 2009. Call for details.

8pm with beer and camu camu drink for only 99 cents! Visit their location at The Village Plaza, 15355 Sherman Way, Van Nuys, CA 91406 and mention "Asian Journal" and you will get a 20 percent discount (before tax). Call (818) 786-6005 for more information.

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For inquiries contact:

Meg Razo (661) 829-9113 Evelyn Husband (818) 618-5517
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