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## Fruit Gifts Featuring Organic Fruit and Cheese for July 4<sup>th</sup> Celebrations

**Fruit gift baskets feature fresh fruit, cheese, nuts, and more  
for tasty summer and holiday enjoyment**

(New York, June 15, 2007) Manhattan Fruitier, whose elegant and original offerings, impeccable quality and superb service have made its fresh fruit baskets the choice of US presidents, celebrities and discerning consumers for the past twenty years, is introducing a summer All-Organic Picnic Basket. This gift - perfect for a concert in the park, a day at the beach or a weekend excursion - will excite health conscious fine food lovers nationwide. With celebrations coming up for Independence Day, the fresh fruit and fine foods included in the "Summer Organic Picnic Basket" will be sure to satisfy even the most sophisticated palate.

"We've put together a tasty gourmet treat that will please concertgoers, picnickers and beachcombers," said Jehv Gold, founder of Manhattan Fruitier. "Each year our many returning customers ask us to put a different touch on the quality fruits we provide; this time we believe we've outdone ourselves with a superb organic selection including fresh and dried fruit, cheese and nuts," he continued.

The Manhattan Fruitier Organic Picnic Basket features a half pound wedge of award-winning Vermont alpine cheese: the grassy, nutty flavored "Tarentaise" from Thistle Hill Farm. This cheese is complemented with a cluster of organic grapes and crackers, to be enjoyed along with organic dried apricots, maple-glazed nuts and sparkling water. A cheese knife and napkins are included. Arranged in a woven bamboo hamper, it is a perfect summer treat, \$65.

Manhattan Fruitier was founded in 1987 by Jehv Gold, with the aim of renewing a tradition of gift giving from the last days of the 19<sup>th</sup> century, when small, specialized businesses provided a level of service and attention to detail that has become rare in our times. Manhattan Fruitier uses natural

materials that would have been used for gift baskets in the finest specialty stores of a hundred years ago. “The baskets are inspired by 17<sup>th</sup> century Dutch still life paintings,” says Drew Pleak, Design Director. “The first impression is visual, and a beautiful presentation enhances the enjoyment of the contents.”

Manhattan Fruitier takes pride in an exceptional record for accurate, on-time delivery. Gifts are delivered throughout the United States, via hand delivery in New York City and Los Angeles and by overnight shipping elsewhere. “We place great emphasis on customer service,” says Lauren Westbrook, Director of Marketing. “We want to make sure our customers get exactly what they want.”

The Organic Picnic Basket along with all of Manhattan Fruitier’s exquisite fruit gifts can be found at the website or by calling (800) 841-5718. Visit ([web site page](#)) to request a free copy of Manhattan Fruitier’s well publicized “Guide To Exotic Fruits.”

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