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**Rainier Fruit Hosts Healthy Holiday Eating Challenge
Asks Consumers to #EatWholesome During Holiday Season**

Selah, WA; November 21, 2016: As part of their new consumer facing Wholesome to the Core healthy living initiatives, Rainier Fruit is asking consumers to make healthier choices by selecting more fresh apples and pears during the holiday season. Launched on Rainier's Facebook and Instagram pages, the challenge is encouraging consumers to share their own photos of healthy snacks, meals and recipes they've made or eaten for a chance to win a healthy living prize pack.

The challenge will run November 21 through December 26 and consumers are encouraged to post as many photos as they want to Instagram or Facebook using the hashtags #EatWholesome & #BeWholesome featuring their healthier holiday choices that feature apples or pears. Throughout the challenge period, Rainier will also be selecting 3 random participants to win fresh apples during the challenge, and after the completion of the challenge the grand prize winner will receive a prize package valued at over \$350 including a FitBit Blaze and NutriNinja.

Andy Tudor, Director of Business Development for Rainier Fruit commented, "Wholesome to the Core is our daily mission to create a healthy and wholesome life by making better choices each day. Challenges like these show not only our customers, but our employees that healthier lifestyle choices can be easy, and fun."

Rainier Fruit's #WholesomeToTheCore marketing campaign comprises consumer outreach on social media that includes social engagement and encourages participation through elements like the Healthier Holiday Eating Challenge, which is the first in a series of

challenges that will be introduced throughout the coming year. The program also includes an internal blog that shares healthy lifestyles, tips and inspiration for better living and being active.

Tudor concluded, “We look forward to not only interacting with our consumers on a direct level, but also helping them live more fully, whether that’s through healthy eating, running, hiking or just getting outside. We take our role as a supplier of healthy fruits seriously and hope we can inspire our consumers to be #WholesomeToTheCore.

(Link to challenge overview: <http://rainierhealthychallenge.pgtb.me/Lj5H0m>)

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Rainier Fruit is a multi-generation, vertically integrated fruit company based in Selah, WA. For more than 100 years, Rainier Fruit has cultivated a culture of stewardship that extends from their orchards to their communities that has made them an industry leader in the production of apples, pears, cherries and blueberries.