



FARMER OWNED
Ocean Spray®

— SINCE 1930 —

2026 / 2027

K-12 FOODSERVICE GUIDE

SMART SOLUTIONS FOR EVERY SCHOOL



ABOUT OCEAN SPRAY

Ocean Spray Cranberries, Inc., is a cooperative that began with just three farmers in 1930 and has grown to over 700 family-owned farms across North America. We've been committed to delivering the highest quality fruit-based products while supporting the people and places that make it all possible.

Still rooted in real fruit, and still committed to doing good through every product we make, our purpose is simple: connect farms to families through better food. That means putting people, planet, product, and prosperity at the heart of everything we do.

WE'RE PROUD TO BE:

- **Farmer-Owned:** Every purchase supports American agriculture
- **Rooted in Real Fruit:** Cranberries are a superfruit powerhouse
- **Committed to Quality:** We comply with all relevant food and safety standards, delivering safe, compliant, premium-quality products, year-round.
- **Focused on What Matters to You:** Shelf-stable, convenience, easy-to-serve packaging, and a variety of flavors kids love
- **Trusted Since 1930:** A brand schools and families know and rely on

Whether it's juice or dried fruit, we're here to help schools serve tastier options that kids enjoy, and nutrition directors can feel good about.



Cool School Cafe
By Buyers Edge Platform

HARVEST PROCESS



EVERY AUTUMN

Cranberries reach their peak of color and flavor and are ready for harvesting.

BOG IS FLOODED

Bog is flooded with up to 18" of water the night before the berries are harvested.

LOOSEN FROM THE VINE

The growers use "eggbeaters" to loosen the cranberries from the vine. Because cranberries contain four pockets of air they float to the top of the surface.

CORRALLED & SHIPPED

Ocean Spray uses 95% of the berry to use in a mix of branded products and cranberry ingredients.



4 OZ. 100% JUICE CUPS

REAL FRUIT JUICE. REAL CONVENIENCE. READY FOR EVERY TRAY.

Ocean Spray® 4oz 100% juice cups are designed to meet the needs of today's K-12 foodservice programs, delivering trusted nutrition, operational ease, and flavors students enjoy. Each cup provides a ½ cup fruit serving, helping schools promote daily fruit intake in a format kids love.

#1 BRAND IN SHELF-STABLE JUICE*

WHY SCHOOLS CHOOSE OCEAN SPRAY® JUICE

- NO** Added Sugar[‡]
- USDA** Smart Snack Compliant
- SHELF STABLE** Save freezer space with no freezing or thawing required

MORE THAN 75%

of students surveyed would pick Ocean Spray® over other top K12 juice cup brands**

[‡]Not a low calorie food – See Nutrition Facts for sugar and calorie content.

*Source: Circana Market Advantage | Total US – MULO + C | Shelf-Stable Juices/Drinks | 52 Weeks Ending 01/05/2025

**Source: Wavemakers Student Plate Selection Survey, Sept 2025



FARMER-OWNED. PURPOSE-DRIVEN. TRUSTED BY SCHOOLS.

Every Ocean Spray® product starts on one of our 700+ family farms. As a farmer-owned cooperative, we're committed to doing good—for people, planet, and every student we serve.

NO ADDED SUGAR[‡] JUICE CUPS

UPC CODE	ITEM DESCRIPTION	CASE PACK	SHELF-STABLE	FRUIT SERVING PER 4OZ CUP ¹
00720	100% Apple Juice	48/4oz	✓	½ Cup
00003	100% Strawberry Lemonade Juice Blend	48/4oz	✓	½ Cup
00004	100% Raspberry Watermelon Juice Blend	48/4oz	✓	½ Cup

BUILT FOR EVERY MEAL MOMENT

From the cafeteria to the classroom, these juice cups support participation and simplify service, wherever students are.

- Breakfast programs
- Lunch trays
- After-school snacks
- Home feeding initiatives
- Field trips and grab-and-go meals

[‡]Not a low calorie food – See Nutrition Facts for sugar and calorie content.

¹ Each 4 FL OZ cup is equal to ½ cup of fruit.



NEW LOOK. LESS SUGAR[‡]. SAME GREAT TASTE. APPROVED BY STUDENTS.

A SMARTER WAY TO SERVE FRUIT

Reformulated with less sugar[‡] to support school nutrition goals, these pouches deliver the fruit-forward flavor students love—now with even better nutrition and no trade-offs. Each pouch delivers a ½ cup fruit serving[†], is an excellent source of fiber, and contains 40% less total sugar and 8 grams more fiber than a leading dried fruit brand.*

#1 DRIED FRUIT BRAND SOLD TO K-12**

Students have less than 20 minutes to grab food and eat before their break is over and these pouches make it easy. Unlike fresh fruit, which often gets bruised or messy, Craisins® Dried Cranberries offer a convenient way to help kids get their fruit—whether now or later.

WHY SCHOOLS CHOOSE OCEAN SPRAY® CRAISINS® DRIED CRANBERRIES

- ½ cup fruit serving per pouch[†]
- Excellent source of fiber (10g, 36% DV) **NEW**
- No artificial colors, flavors, preservatives, or sweeteners
- USDA Smart Snack compliant
- Kosher Certified by OU
- Buy American Approved
- 40% less sugar than a leading Dried Fruit Brand* **NEW**
- 9-month shelf-life
- Peanut Free

[‡]This product contains 12g sugar compared to 24g sugar per serving of Craisins® Original Dried Cranberries

[†]Each ½ cup serving of Craisins® Dried Cranberries provides ½ cup of fruit.

*This product contains 12g of total sugar and 10g of fiber per 32.9g serving compared to 21g total sugar and 2g of fiber in a 32.9g serving of a leading dried fruit brand.

**Source: Circana, SupplyTrack, U.S., Operator: Primary/Secondary Schools, Unit and Pounds, 12 months ending August 31st, 2025



CRAISINS® DRIED CRANBERRIES SINGLE-SERVE PACKS

UPC CODE	ITEM DESCRIPTION	CASE PACK	BUY AMERICAN COMPLIANT	½ CUP PER FRUIT PER SERVING [†]
01490	Craisins® Dried Cranberries Raspberry Lemonade Flavored	200/1.16oz	✓	✓
01491	Craisins® Dried Cranberries Cherry Flavored	200/1.16oz	✓	✓
01492	Craisins® Dried Cranberries Strawberry Flavored	200/1.16oz	✓	✓
01493	Craisins® Dried Cranberries Watermelon Flavored	200/1.16oz	✓	✓
01494	NEW Craisins® Dried Cranberries Fruit Punch Flavored	200/1.16oz	✓	✓
01495	Craisins® Dried Cranberries Cranberry	200/1.16oz	✓	✓

NEW UPCs REQUIRED

BUILT FOR EVERY MEAL MOMENT

From the serving line to snack carts, these pouches fit seamlessly into:

- Breakfast programs
- After-school snacks
- Field trips and grab-and-go meals
- Lunch trays
- Home feeding initiatives

[†]Each ½ cup serving of Craisins® Dried Cranberries provides ½ cup of fruit.



OCEAN SPRAY® BULK CRAISINS® DRIED CRANBERRIES

VERSATILE. NUTRITIOUS. BUILT FOR BACK-OF-HOUSE.

Ocean Spray® Bulk Craisins® Dried Cranberries bring bold flavor and operational flexibility to school kitchens. Made from 100% North American cranberries, these dried fruit ingredients are a smart way to meet fruit requirements while enhancing a wide range of dishes from baked goods and salads, to sauces and grain bowls.

Available in three convenient sizes, Bulk Craisins® Dried Cranberries are ideal for batch prep, scratch cooking, and topping applications across breakfast, lunch and snack menus.

WHY SCHOOLS LOVE BULK CRAISINS® DRIED CRANBERRIES

These bulk formats offer a smart, scalable way to add fruit to your menu:

- No artificial colors, flavors, preservatives, or sweeteners
- Adds sweet-tart flavor, texture, and color to hundreds of dishes
- At least 12-month shelf life

SIZES THAT DELIVER

- 2/48oz
- 10lb
- 25lb

MADE FROM 100% NORTH AMERICAN CRANBERRIES

APPLICATIONS



BAKING



DAIRY



CEREAL



SNACKING



SMOOTHIES



SALAD

BULK CRAISINS® DRIED CRANBERRIES

UPC CODE	ITEM DESCRIPTION	CASE PACK	BUY AMERICAN COMPLIANT
21992	2/48 oz Craisins® Dried Cranberries	2/48oz	✓
03477	10lb Sweetened Dried Cranberries	10 lb.	
92008	25lb. Sweetened Dried Cranberries	25 lb.	

INSPIRATION FROM THE KITCHEN

Bulk Craisins® Dried Cranberries are featured in a student-tested muffin recipe developed specifically for K-12 menus. This recipe delivers fruit servings† in a familiar, appealing format that fits seamlessly into breakfast or snack programs.



OATMEAL CRANBERRY BREAKFAST MUFFIN

PREP TIME: 25MIN COOK TIME: 15-20MIN
SERVING SIZE/YIELD: 1 MUFFIN/48 MUFFINS

INGREDIENTS

- 12 cups Ocean Spray® Dried Cranberries
- 12 cups instant or old fashioned rolled oats
- 2 ⅔ cups brown sugar
- ½ cup baking powder
- 4 tsp salt
- 2 ½ Tbsp ground cinnamon
- 2 ⅔ cups AP flour
- ½ cup canola oil
- 2 ½ Tbsp vanilla extract
- 4 cups water

DIRECTIONS

- Mix all the ingredients in a large bowl or mixer until combined
- In muffin tins lined with paper liners, scoop the batter with a #5 or #6 scoop
- Preheat the oven to 375F and bake for 15-20min.

Each serving contains ½ cup of fruit.†

EVEN MORE WAYS TO USE CRAISINS® DRIED CRANBERRIES

Craisins add culinary versatility to your kitchen:

- Add sweetness and texture to muffins, cookies, and bars
- Enhance oatmeal, yogurt, and parfaits
- Brighten up salads, wraps, and grain bowls
- Create fruit-forward sauces, chutneys, and relishes

†Each ¼ cup serving of Craisins® Dried Cranberries provides ½ cup of fruit.

BEYOND THE TRAY: ENGAGING RESOURCES FOR CLASSROOMS, CAFETERIAS, AND BEYOND.

Ocean Spray is proud to help schools nourish students in every sense of the word. Through our Cranberries in the Classroom initiative, we provide a growing library of free resources for schools and kids. From a library of recipes to seasonal activities and student activity kits, our resources are made to engage students and support foodservice teams. Whether you're planning a classroom scavenger hunt or promoting National School Breakfast Week, Ocean Spray offers flexible, ready-to-use materials that make it easy to bring cranberry-powered fun to your school community.

EXPLORE OUR LIBRARY OF RESOURCES AT
[OCEANSPRAY.COM/FOODSERVICE/SEGMENTS/SCHOOLS](https://www.oceanspray.com/foodservice/segments/schools)

CRANBERRY POWERED FUN WITH A PURPOSE: HIGHLIGHTS™ MINI MAGAZINES



Each issue is packed with games, stories, and activities that make healthy eating and cranberry culture exciting for students. Designed for grades 2-4, these mini mags are a hit in classrooms and cafeterias alike.

SCAN THE QR CODE TO DOWNLOAD





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Have a question? Interested in a sample? Need a recipe idea?
Contact the Ocean Spray® K-12 education experts.

foodservice@oceanspray.com