

PRO*ACT Specialties Becomes Harvest Sensations, Debuts New Web Site

LOS ANGELES, CA (June 5) - Effective June 1, Pro*Act Specialties, the specialty division of distributor group PRO*ACT, changed its name to Harvest Sensations, which is also the company's private label. As part of a new push to grow its business beyond foodservice into retail, the company also launched a new Web site designed to provide chefs and consumers alike with timely, interactive online information.

Harvest Sensations has roughly 20 retail items now and plans to expand the line with specialty fresh-cut items such as hand-peeled baby carrots and hand-shucked English peas, according to Dean Simon, president.

The company will continue to operate from Los Angeles and Miami, where new management has been put in place. Tom Travers, formerly with PRO*ACT member Adams Produce Co., is now Miami general manager for Harvest Sensations.

The new Web site includes complete listings of available products, recipes, seasonal specialties and menu suggestions, food facts and an interactive "Ask the Chef" section. Online ordering through HS Direct will be available, as well. The site can be viewed at www.harvestsensations.com.