



**WEATHERCHEM**  
INNOVATIVE DISPENSING CLOSURES

FOR IMMEDIATE RELEASE

November 17, 2008

## **The Closure on This Crystallized Lemon Product is Sweeeeeet!**

*Cleveland, Ohio*—In developing True Lemon<sup>®</sup>, the original 100% all-natural crystallized lemon available in packets or shakers, True Lemon<sup>®</sup>'s manufacturer took the best of the lemon and made it more convenient. True Lemon<sup>®</sup> allows consumers to enjoy the genuine, refreshing taste of fresh-squeezed lemons any time, anywhere, without the mess, waste and sanitary concerns many associate with fresh lemon wedges. The handy shaker, which is used primarily for cooking, baking and seasoning, features the Dual-Flap Flapper<sup>®</sup> Closure, by Weatherchem Corporation, which has a stay-fresh cap allowing for easy-opening and easy closing.

Made from 100% all-natural ingredients, True Lemon<sup>®</sup>'s fresh-squeezed lemon taste is derived from a unique process which concentrates cold-pressed lemon juice and oils into crystals. Each serving has 0 calories and 0g carbohydrates, and contains 0g sugars, no artificial sweeteners, preservatives, or sodium. Also, each serving of True Lemon<sup>®</sup> provides 25% of an adult's daily vitamin C requirements. A survey of approximately 1,300 True Lemon<sup>®</sup> users indicated that True Lemon<sup>®</sup> does increase lemon usage in consumers' lives and kitchens. In fact, 87% of respondents said they are using lemon more in their water, beverages, cooking, baking, and seasoning because of True Lemon<sup>®</sup>'s genuine taste and convenience.

The Dual-Flap Flapper<sup>®</sup> Closure provides easy dispensing and maintains freshness with the True Lemon<sup>®</sup> shaker. Grand Brands, Inc., the manufacturer of True Lemon<sup>®</sup>, recognized the importance of the package itself in ensuring fresh lemon taste with less labor and waste. This led to the selection of the Dual-Flap Flapper<sup>®</sup> Closure to be used on True Lemon<sup>®</sup>'s shaker bottle. So, the marriage of True Lemon<sup>®</sup> and Dual-Flap Flapper<sup>®</sup> brings together an innovative food product with the most logical dispensing option.

Heidi Carney, Vice President of Consumer Marketing and Consumer Relations for Grand Brands, explains, "We wanted the True Lemon<sup>®</sup> shaker to offer the convenience of either measuring True Lemon<sup>®</sup> into a tablespoon or teaspoon for cooking or baking or a shake option for seasoning. The Dual-Flap Flapper<sup>®</sup> does just that, in addition to keeping the product fresh while being easy to open and close."

*Continued...*

*The Closure on This Crystallized Lemon Product is Sweeeeeet!, continued...*

The Dual-Flap Flapper® Closure has two built-in flaps—one with .300” sift holes and the other with .100” sift holes. Each flap closes with the Flapper®’s signature audible “snap” that signifies locked-in freshness.

Weatherchem Corporation is an innovative manufacturer and marketer of convenient plastic dispensing closures and controlled access packaging. As the creators of the original Flapper® dispensing closure, Weatherchem now offers one of the industry's most innovative closure product lines. In addition to Flapper®, these include: NutraFlapper®, FlapMate™, Grinder NR™, LiquiFlapper®, NutraGen II™, and Agricap®. Whether designing or selecting packaging for a new product, or revamping the design of an existing product, *Weatherchem has the closures that consumers love.*

*For more information about Weatherchem Corporation, please contact the Marketing Department at 800.680.3412 or e-mail [marketing@weatherchem.com](mailto:marketing@weatherchem.com). For more information about True Lemon®, visit [www.truelemon.com](http://www.truelemon.com).*

*Website: [www.weatherchem.com](http://www.weatherchem.com).*

*End*