



## Urban Processing, LLC.

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Makers of Premium Cranberry Products

### **PRESS RELEASE**

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#### **Entrepreneur of the Year Award For Wisconsin Sweetened Dried Cranberry Company**

Wisconsin Rapids, WI – Urban Processing, LLC, producer of sweetened dried cranberries, has received the 2004 Entrepreneur/Developer of the Year Award from the Heart of Wisconsin Business and Economic Alliance.

The Wisconsin company is owned and operated by Dan and Cheryl Urban. Cranberry growers for over 14 years, the Urbans started their processing plant in 2001 because of the need to diversify their business due to the decline in the raw fruit market at that time. Dan and Cheryl pursued the development of sweetened dried cranberries to appeal directly to consumers. The company has grown by reaching the national and international markets with their bulk sweetened dried cranberry sales. In the past two years, Urban Processing has expanded its business to include an extensive and growing line of gourmet cranberry products.

Urban Processing was chosen above other businesses nominated because of their commitment to quality, creation of local jobs, increases for local and state revenues, and overall business successes and accomplishments.

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