Business Recognition Program: Diana Fruit Company, Inc. April 25, 2006 7 p.m. City Council Meeting

Tonight we have the pleasure of recognizing an outstanding Santa Clara business, Diana Fruit Company, Inc., founded in 1921 by Alexander Diana. Alexander Diana was a young resourceful immigrant to Santa Clara from the Northern Italy/Yugoslavian region of Europe, an area that is also the birthplace of the Maraschino Cherry.

Recognizing that there was no California producer of this European delicacy, he established the company that bears his



name, and introduced countless Californians to a delicious addition to candies, desserts and cocktails.



When canned fruit came on the scene in the 1930s, Mr. Diana developed and perfected the method for a unique cherry coloring, producing cherry halves that would stand up to the cooking method and allow this product to be included in fruit cocktail.

Fruit cocktail would fall flat without the brilliant red Maraschino Cherries to liven up the mix. Without



these cherries, you also would not have the "Shirley Temple," a drink with the cherries and 7Up or Sprite that so many children have enjoyed for many decades. And don't forget an ice cream sundae would not be complete without a cherry on the top! The list goes on and on.

Until his death in 1941, Alexander Diana dedicated himself to the production of only the finest cherry products.

This devotion to high quality continues today, and Diana Fruit Company, Inc. remains very much a family company.



Mr. Diana was succeeded in business by his son-in-law, the late Eugene Acronico, and subsequently his son Gene, who is with us this evening.

The family has given back to the community over many years. Diana Fruit was a founding member of the Santa Clara Chamber of Commerce back in 1948, and Eugene served on the Chamber's Board of Directors.

Eugene was also a founding member of the Santa Clara Rotary club, and although he never went to college, he was an athlete and was a supporter of Santa Clara University and the Bronco's football team. The family has contributed to many charitable organizations in the City and region.

While the City has been recognizing the accomplishments of local businesses for many years, a more formal Business Recognition Program was established by the City Council in late 2003, upon the recommendation of a committee of the City Council, the Mission City 21 (Economic Development) Committee. The recognition program is a joint one with the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. We have with us tonight Steve Van Dorn of the Chamber/CVB who will also be making a presentation to Diana Fruit Company, Inc.

The formalized business recognition program recognizes the valuable contributions that all businesses make to the City of Santa Clara.

Diana Fruit Company, Inc. has very deep roots in Santa Clara, and is one of the oldest, active businesses in our community.

The company is well-respected for their professionalism, customer service ethic, and their commitment of providing good value and good services to their customers.

Congratulations to Diana Fruit Company, Inc. on 85 years of outstanding service to the Santa Clara community!