



Media Kit





Pacific Natural Foods Fact Sheet

- Overview:** Pacific Natural Foods is a recognized leader in natural and organic foods located just outside of Portland, Oregon. At Pacific Natural Foods, we're passionate about great taste, and we believe that recipes based on the delicious flavors found in nature taste better than anything else. That's why we use pure, simple, and all natural or organic ingredients that come only from a guaranteed source through our Certified to the Source program, ensuring the quality, safety and delicious taste of every recipe Pacific Natural Foods makes. Through our commitment to *The Delicious Taste of Nature*, we are dedicated to helping families and individuals live healthier, more vital and rewarding lives by developing foods that are delicious, good for you, good for the community and the planet we all share.
- Founded:** 1987
- Headquarters:** Pacific Foods is headquartered in Tualatin, Oregon, in the beautiful and bountiful Pacific Northwest.
- Number of Employees:** Pacific Natural Foods currently employs 298 people.
- Product Line:** Pacific Natural Foods offers a wide variety of all natural and organic food and beverages including Creamy Soups, Artisan-Inspired Hearty Soups, Broths, Non-Dairy Beverages, Iced Teas and Pot Pies.
- Our Food Philosophy:**
- We Believe Food Should Be Food.**
We welcome all things pure and simple, wholesome and natural when it comes to food. We stay away from ingredients we can't read or pronounce. We believe in making food that not only tastes delicious and reminds people how all natural, not-messed-around-with food can be.
- We Want To Know Where Our Food Comes From.**
Long before there was a USDA Organic label, we decided to come up with our own program. In 1997 we established Certified to the Source program. Today, we can tell you where every ingredient we use comes from. In many cases, they came from our very own farms or farms we know very well.
- We Care About How Our Food Is Grown.**
Delicious ingredients begin with the soil whether it's butternut squash or feed for our dairy cows. So, we try to be good stewards of the land and supportive of our farmers of ranchers we partner with and the culture of organic farming in general. When we have quality ingredients to work with, our foods simply taste better.
- Certified to the Source™:** **We can trace every ingredient we use back to its roots.**



Certified to the Source (CTS) evolved out of curiosity. We wondered what was in the ingredients we were using and where they came from. It was, admittedly, an ambitious endeavor to want to trace the origin of every single ingredient we use in our foods. But we figured if we were interested in knowing, so were our customers. So, in 1997, we established our own program for knowing where our foods come from.

As a standard for tracing the origin of every ingredient that goes into our foods, Certified to the Source™ program is rigorous, extensive and comprehensive. But beyond the long paper trail is an opportunity to really get to know our suppliers and build partnerships with farmers and ranchers. In fact, many of those relationships go back 20 years.

Not only does furthering the concept of socially responsible sustainable farming make it more economically more viable for farmers, but it ensure the ingredients we use are always of the highest, most flavorful quality.

Community Involvement: We're very lucky to be a company that makes delicious foods. So, we like to share our food, our facilities and our time in an effort to help eliminate hunger. Over the last 20 years we have become one of the Oregon Food Bank's top donors. And we are happy to do it. Because no one should go hungry.

Environmental Initiatives: We believe that we have an obligation to leave the world a better place. We recently converted all our facilities to energy-efficient lighting. Not only did we cut our annual use of lighting in half, we reduced our CO2 emissions by nearly 500 tons a year. Each month we recycle tons and tons of cardboard plastic. We also compost a great deal of organic waste. Every year, we convert about several million pounds of Okara, a by-product of our soymilk making process, into a highly nutritious dairy cow feed. We use aseptic packaging because even the most perishable foods stay fresh, tasty and nutritious for months without preservatives or energy intensive refrigeration. Aseptic packaging doesn't require as many raw materials to create, which reduces the amount energy needed to process and ship. And it's recyclable in many places around the country.

Management Team: Chuck Eggert, CEO
Jon Gehrs, President
Tim Ramsey, VP Sales and Marketing
Erik Gottschalk, VP Operations
Carolyn Rayback, VP Finance and Administration

Distribution: Pacific Natural Foods products can be found on the shelves of natural food and grocery stores in all 50 states, as well as Canada, Singapore, Hong Kong, New Zealand, Venezuela, Netherlands, and Mexico.

Website: www.pacificfoods.com



Awards & Accolades:

Women's Health Magazine "2008 Best of Foods"

- Pacific Natural Foods Organic Light Sodium Roasted Red Pepper and Tomato Soup, September 2008.

American Masters of Taste "World Taste Champion"

- Pacific Natural Foods was selected as the winning product line in the "Organic Broth" category. Pacific Natural Foods Organic Chicken Broth, Organic Low Sodium Chicken Broth and Organic Mushroom Broth, were all judged Superior, September 2008.

Mahonia Food Industry Award for Hunger Relief

- Pacific Natural Foods received the Mahonia Food Industry Award for Hunger Relief from Oregon Gov. Ted Kulongoski. The award recognizes the company's commitment to alleviating hunger, October 2007.

Shape Magazine "Best Creamy Snack"

- Pacific Natural Foods Organic Light Sodium Creamy Tomato Soup,

Men's Health Magazine "2007 Best of Foods"

- Best Broth: Pacific Natural Foods Organic Low Sodium Chicken Broth, July 2007.

American Culinary Federation's Seal of Approval

- Pacific Natural Foods earned the American Culinary Federation, Inc.'s (ACF) Seal of Approval for the company's Organic Concentrated Chicken Broth and Organic Concentrated Vegetable Broth.



Pacific Natural Foods Products

We take a simple approach to food. There isn't a lot of mystery to the way we make our foods. We use ingredients we can pronounce. If they're too hard to say, chances are you shouldn't eat them. We use all-natural and organic ingredients from nearby farms. We keep our recipes simple. Because when nature is allowed to do its thing, our foods just taste better. Pacific Natural Foods products include:

Creamy Soups (Aseptic 32oz & 16oz)

- Organic Creamy Tomato
- Organic Creamy Butternut Squash
- Organic Creamy Roasted Red Pepper & Tomato
- Organic French Onion
- Creamy Roasted Carrot
- Cashew Carrot Ginger
- Curried Red Lentil
- Buttery Sweet Corn

Light Sodium Creamy Soups (Aseptic 32oz)

- Organic Light Sodium Creamy Tomato
- Organic Light Sodium Creamy Butternut Squash
- Organic Light Sodium Creamy Roasted Red Pepper & Tomato

Artisan Inspired Hearty Soups (Can 14.5oz)

- Organic Savory Chicken & Wild Rice
- Organic Chicken with Penne Pasta
- Organic Beef Steak & Fusilli Pasta
- Organic Savory white Bean with Smoked Bacon
- Organic Spicy Chicken Fajita
- Organic Spicy Black Bean with Chicken Sausage
- Organic Minestrone with Beef Steak
- Organic Split Pea With Ham & Swiss Cheese

Broths (Aseptic 32oz & 8oz-4pk)

- Organic Free Range Chicken Broth
- Organic Beef Broth
- Organic Vegetable Broth
- Organic Mushroom Broth
- Natural Free Range Chicken Broth
- Natural Beef Broth
- Organic Free Range Chicken Broth (8oz/4pk)
- Organic Vegetable Broth (8oz/4pk)

Nut and Grain Beverages (Aseptic 32oz & 8oz)

- Organic Almond – Original
- Organic Almond – Vanilla
- Organic Almond- Original Unsweetened
- Organic Almond- Vanilla Unsweetened
- Organic Almond- Vanilla (8oz/4 pack)
- Organic Almond- Chocolate (8oz/4 pack)
- Organic Oat – Original
- Organic Oat – Vanilla
- Hazelnut- Original
- Rice- Plain
- Rice- Vanilla

Iced Teas (Aseptic 64oz)

- Organic Black Iced Tea- Sweetened
- Organic Green Iced Tea- Unsweetened
- Organic Peach Iced Tea
- Organic Lemon Iced Tea
- Organic Raspberry Iced Tea

Pot Pies (Frozen)

- Organic Chicken Pot Pie
- Organic Beef Pot Pie
- Organic Turkey Pot Pie
- Organic Broccoli Cheddar Pot Pie
- Organic Country Vegetable Pot Pie
- Organic Shepherd's Pie with Lamb

Foodservice (Aseptic)

Barista Series

- Soy Blenders- Plain 32oz
- Soy Blenders- Vanilla 32oz
- Organic Milk- 2% Reduced Fat 64oz
- Organic Milk- Fat Free 64oz

Concentrated Broths



Low Sodium Broths (Aseptic 32oz)

Organic Low Sodium Free Range Chicken Broth
Organic Low Sodium Vegetable Broth

Soy Beverages (Aseptic 32oz)

Organic Soy - Original Unsweetened
Ultra Soy with Protein & Calcium – Plain
Ultra Soy with Protein & Calcium – Vanilla
Select Soy - Plain
Select Soy – Vanilla

Organic Concentrated Chicken Broth- 64oz

Organic Concentrated Vegetable Broth- 64oz

Single Serve Soymilks

Enriched Soymilk- Plain 8oz
Enriched Soymilk- Vanilla 8oz
Enriched Soymilk- Chocolate 8oz

Foodservice (Frozen)

Organic Pie & Tart Shells- 9” & 5”



Pacific Natural Foods Executive Bios

Chuck Eggert, CEO

Chuck has been a part of the natural foods industry for more than 25 years, and has grown Pacific Natural Foods from its early beginnings as a soymilk company in 1987 into the thriving business it is today, with more than 30 different foods ranging from soymilk to hearty artisan soups.

Chuck is proud to support the Oregon Food Bank and is actively involved in addressing the issues of hunger and medically fragile children. Chuck and his family live in Oregon.

Jon Gehrs, President

Promoted to president in 2002, Jon has been a part of Pacific Natural Foods since the very beginning. His experience in financial management and strategic leadership are a tremendous asset to the company. Responsible for overall operations and new product development, he is committed to furthering Pacific's growth as a company that makes delicious all-natural, organic foods that are appealing to today's busy consumers looking for healthy foods that are easy to prepare and taste great.

Jon is a native of the northwest and enjoys living in Oregon with his family.

Tim Ramsey, VP Sales and Marketing

Tim brings a unique blend of sales and marketing of consumer goods to Pacific Natural Foods. With more than 20 years of experience leading sales and marketing teams at E&J Gallo Winery, Tropicana and Fresh Express Farms, his leadership has helped launch several new products and category entries such as Roasted Red Pepper & Tomato Soup and Low Sodium Chicken Broth. Tim has always enjoyed being on the cutting edge of new and innovative food and beverage products. He is proud to be a part of the company because of Pacific's commitment to the community and the environment.

Tim lives in Oregon with his family where we can sample Oregon's bountiful offerings of golf and fine wine.



Pacific Natural Foods Sustainability Initiatives

We believe that we have an obligation to leave the world a better place. As a result, many areas of our operation have been the focus of positive change.

Wetlands Restoration and Preservation

Pacific Natural Foods actively supports the preservation of Oregon's diverse and valuable wetlands. In addition to our ongoing relationship with The Wetlands Conservancy – an organization dedicated to permanently protecting and conserving Oregon's greatest wetlands – we are rehabilitating wetlands on our both our agricultural properties and at our corporate campus.

Deer Creek

- The goal of the enhancement effort is to restore approximately 5 and ½ acres of wetlands habitat to its original state. Specifically, the project calls for “day-lighting” the historic course of Deer Creek, which was buried within approximately 2,200 linear feet of terra cotta drainage tile several decades ago to facilitate a conventional farming operation.
- When this multi-year effort is complete we will have excavated approximately 20,000 cubic yards of earth, forming a shallow channel that will restore the natural hydrology of the creek. The side slopes will be planted with over 5,000 native trees and shrubs and the bottom will be seeded and planted with native herbaceous vegetation.
- We finished the first phase in September 2007 and are already noticing an influx of birdlife. The second phase got underway in July 2008 and we hope to have the final plantings completed by February 2009.

Hedges Creek

- We are also engaged in wetland restoration efforts at our corporate campus in Tualatin, Oregon. Our campus sits adjacent to Hedges Creek, a two mile long wetlands marsh that is part of the Tualatin River watershed. The marsh supports a wide variety of wildlife, including deer, river otter, mallards, Canadian geese, red-tailed hawk and Great blue herons.
- In 2008 we launched an effort to improve the wetlands buffer land that abuts our property. Working with the Wetlands Conservancy and Pacific Habitat Services, we developed a multi-phase plan to remove invasive plant species such as Himalayan blackberry and Scotch Broom; and replant the area with native trees and shrubs, including Western Red Cedar, Oregon Grape and Black Hawthorn.
- We completed the first phase in May 2008 and are closely observing the health and growth of the 235 trees and shrubs we planted in hopes of improving our techniques for future phases.

Solid Waste & Recycling

- We track our waste stream, and we work with our suppliers to minimize our packaging and re-use containers whenever possible.
- Currently, we recycle approximately half of our solid waste. That's more than 86 tons of material every month.
- We also recycle our organic waste; composting all of our tea waste and converting about 6 million pounds of Okara, a by-product of our soymilk making process, into a highly nutritious dairy cow feed.

Energy Conservation



- We recently converted all our facilities to energy-efficient lighting. Not only did we cut our annual use of lighting in half, we reduced our CO2 emissions by nearly 500 tons a year.
- We're also targeting everything from our boilers to our air compressors for energy efficiency upgrades.

Packaging

- Currently, the majority of our products are packaged in aseptic containers. Aseptic processing doesn't require the use of preservatives or energy intensive refrigeration systems. Aseptic packaging also has one of the highest product-to-package ratios of any package on the market today, which means less raw materials and more product shipped in fewer trucks...requiring less fuel and creating fewer greenhouse gas emissions. The packaging comes to us in large rolls; which maximizes shipping and uses the least amount of trucks to ship the same amount of product when compared to steel cans, glass or plastic bottles. We are also actively working with our partners at Tetra Pak to increase municipal recycling of aseptic containers. It's estimated that over 16 million households in the US have access to curbside recycling for aseptic cartons and that number is growing everyday.¹

¹ For more information on the environmental characteristics of aseptic containers, please visit Tetra Pak USA at <http://www.tetrapak.com/processingus/> and the Aseptic Packaging Council at <http://www.aseptic.org/>.