



For Immediate Release

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PACIFIC NATURAL FOODS SELECTS MOD TO REDESIGN PACKAGING IN 2011

PORTLAND, Ore. – January 13, 2011 – [Pacific Natural Foods](#), known for its award-winning natural and organic food and beverages, has chosen San Francisco-based [MOD/Michael Osborne Design](#) to redesign the brand's broth, soup and non-dairy beverage packaging in 2011.

MOD brings a tradition of innovative package design for leading food and beverage companies such as Kettle Brand Potato Chips and Williams-Sonoma. Pacific Natural Foods selected the firm through a competitive review for its strategic approach and experienced team.

"MOD has a deep understanding of effective design and a proven knack for bringing brands to life through engaging packaging that connects with consumers," said Tim Ramsey, vice president of sales and marketing for Pacific Natural Foods. "MOD joins our exceptional team of creative agencies as we look forward to a year of new products and market expansion."

"As designers, we'll be acting as stewards of a great brand, which already enjoys a large following. Our job will be to amplify the strong brand assets that are already there," said Michael Osborne of MOD.

New packages are expected to hit shelves in Fall 2011.

About Pacific Natural Foods

Founded in 1987 in Tualatin, Ore., Pacific Natural Foods is inspiring people to know more about their food, where it comes from and how it's grown by delivering delicious, all natural and organic foods made with respect for land, animals and people. Pacific Natural Foods offers a wide variety of all natural and organic food and beverages including soups, broths, non-dairy beverages, frozen pizzas, pot pies and ready-to-drink iced coffees, teas and matés. The company's products are sold throughout the U.S. and Canada in mainstream grocery and natural food stores. For more information, visit www.pacificfoods.com.

About MOD/Michael Osborne Design

Established in 1981, MOD/Michael Osborne Design is a leading San Francisco design firm specializing in branding and packaging design in food & beverage, wine & spirits and for retailers. Clients include Driscoll's, Thomas Kemper, Safeway, Allied Domecq, Brown-Forman, Target, San Francisco Museum of Modern Art and the US Postal Service. For more information, please contact Dennis Whalen at 415.255.0125 or dwh@modsf.com. You can also visit MOD's web site at www.modsf.com.

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