



For Immediate Release

Media Contact:
Laura Herbert, Maxwell PR
(503) 231-3086 / laura@maxwellpr.com

Pacific Natural Foods Introduces New Premium Soups, Hemp Milk and Low Sodium Broths at Natural Products Expo West

TUALATIN, Ore. – March 11, 2010 – New flavor-driven products from Pacific Natural Foods, launching at Natural Products Expo West, are helping retailers keep pace with growing health and wellness trends and extending the company's rich heritage in the natural foods industry.

Premium Hearty Soups in a Revolutionary New Package

Pacific Natural Foods is rolling out a chef-inspired line of 17.6 oz. hearty soups and chowders using innovative BPA-free Tetra Recart cartons. Designed for heartier foods traditionally packed in cans or glass, the new, easy-to-open (and close) cartons deliver a natural, fresher tasting product in a shelf-stable form.

"Consumers love the convenience and consistently prefer our new carton packaging over cans because of fresher taste, better flavor and ease of use. We've received very positive feedback on our new flavors as well. Consumers are excited to find gourmet flavors typically found only in restaurants on store shelves," said Kevin Tisdale, director of marketing for Pacific Natural Foods. "We're also creating a smaller environmental footprint with these products. The recyclable cartons are made with paper from sustainably managed forests and are much more efficient to transport."

Pacific Natural Foods uses only all natural ingredients to create its collection of new individual-sized hearty soups, which will be available in six chef-inspired flavors: Vegetable Lentil & Roasted Red Pepper; Roasted Garlic Mushroom Lentil Soup; Chipotle Sweet Potato Soup; Thai Sweet Potato Soup; Rosemary Potato Chowder; and Poblano Pepper and Corn Chowder.

The company is also launching the first and only organic condensed soups on the market, available in convenient 12 oz. Tetra Recart packages. The new line comes in three modern updates of classic flavors: Organic Cream of Chicken, Organic Cream of Mushroom and Organic Cream of Celery. Made with pure, simple ingredients such as organic crème fraiche sourced from the Pacific founder's family farms in Oregon, the soups also contain no MSG, flavors or sugar.

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“Our new condensed line is a first for us, but it’s what consumers are asking for: an organic alternative to a comfort food staple. It’s a natural head start on favorite dishes and a new level of inspiration for home chefs,” said Tisdale.

New Hemp Beverages

As a leader in the non-dairy beverage category, Pacific Natural Foods is adding to its extensive line of non-dairy offerings by launching three new varieties of the fastest growing segment: Hemp. Unsweetened Original, Unsweetened Vanilla and Chocolate hemp beverages all deliver a smooth, creamy texture, delicious flavor and a natural source of Omega 3s and 6s, calcium, protein and essential vitamins and amino acids. Great for drinking, pouring over cereal or using in recipes, the Unsweetened varieties give consumers flexibility to add honey, agave, sugar or other sweeteners to their own liking. For the chocolate lover, Pacific blended hemp with real chocolate for a rich, decadent flavor.

New Low Sodium Organic Broths

Pacific Natural Foods’ new Low Sodium Organic Beef Broth serves up the company’s number-one selling beef broth with about 87% less sodium. In addition, the company will offer the best-selling broth in the natural store channel, its popular Low Sodium Organic Chicken Broth, in a new, convenient 8 oz. recipe size, sold in a four-pack.

The all natural, organic broths are the next best thing to homemade, using pure and simple ingredients to deliver great flavor with only 70 mg of sodium per serving. Low fat and gluten free, they are perfect as a base for hearty soups or a flavorful addition in mashed potatoes, risotto, sauces, stir fries and pasta dishes.

The new soups, hemp beverages and low sodium broths will arrive in stores starting late this summer.

About Pacific Natural Foods

Founded in 1987 in Tualatin, Ore., Pacific Natural Foods is dedicated to 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.

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