



For Immediate Release

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Pacific Natural Foods Introduces New Soup Starters, Refreshing 7 Grain Beverage and Hearty Chicken Soups at Natural Products Expo West

TUALATIN, Ore. – March 10, 2011 – Pacific Natural Foods is launching several new products at Natural Products Expo West including innovative new soup starters designed to help retailers keep pace with the latest cooking trends, as well as expanding the company’s extensive non-dairy beverage and soup lines.

Soup Starters Drive Category Growth

Pacific Natural Foods is launching a new soup segment with its line of soup starters and bases, beginning with Vietnamese-style Beef and Chicken Pho. The new soup starters reflect growing consumer interest in cooking ethnic dishes at home and provide an easy way to customize restaurant favorites.

“Consumers are looking for healthy and convenient ways to put fresh, homemade dinners on the table. Although most people don’t have eight hours to make a traditional Pho base, they still want to enjoy the complex flavors of labor-intensive soups at home,” said Tim Ramsey, vice president of sales and marketing for Pacific Natural Foods. “Our new soup starters capitalize on the current do-it-yourself trend that we’re seeing with so many everyday chefs. By providing a delicately-seasoned, slow cooked base they’ll have limitless opportunities to prepare globally inspired meals with their own signature fresh ingredients.”

Pacific will roll out two USDA organic soup starters, Beef and Chicken Pho at Expo West, with Southwest Tortilla to follow this summer. Target SRP for all three flavors is \$3.49-\$3.69.

The new Beef and Chicken Pho soup starters will be the first Pacific products to feature new QR Code technology on-package. This smartphone tool puts recipes, cooking demos and easy-to-access shopping lists at consumers’ finger tips.

7 Grain Expands Non-Dairy Beverage Offerings

As a leader in the non-dairy beverage category, Pacific Natural Foods is responding to continued consumer demand for whole grains, specifically items with multiple or whole grain blends, by adding a new organic, heart-healthy 7 Grain blend to its extensive line of non-dairy beverages. Available in Original and Vanilla flavors, this refreshing combination of seven organic whole grains -- oats, brown



rice, triticale, wheat, barley, spelt and millet -- is a naturally sweetened source of calcium and B vitamins and features 500mg Omega 3 ALA from Flax oil. Great for drinking, pouring over cereal or using in recipes, 7 Grain is a delicious, nutrient-packed dairy alternative.

New Hearty Chicken Soups

Continuing on last year's successful launch of hearty soups and chowders in innovative BPA-free Tetra Recart packaging, Pacific Natural Foods is expanding its popular line of carton soups with five new chef-inspired flavors featuring organic chicken meat raised without added hormones or antibiotics. Made with only simple, pure ingredients that you can recognize, these traditional and unique flavors make quick, delicious meals.

The new USDA-certified organic soups will come in five unique flavors: Organic Santa Fe Style Chicken, Organic Chicken Noodle, Organic Chicken & Wild Rice, Organic Chicken Spinach Pasta, and Organic Minestrone with Chicken Meatballs. Each delivers the fresh, homemade taste that consumers have grown to prefer over cans thanks to the Tetra Recart cartons and has a SRP of \$3.49 - \$3.69.

The new soup starters, 7 Grain beverage and hearty chicken soups will arrive in stores later 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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