



## Media Release

FOR IMMEDIATE RELEASE

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# New soups meet desire for ethnic flavors

Tualatin, OR – **Pacific® Natural Foods** is launching two gluten-free and high fiber offerings to its line of 32 oz. aseptic creamy soups. They are: **All-Natural Spicy Black Bean** and **All-Natural Tuscan White Bean**.

The new Spicy Black Bean and Tuscan White Bean products meet a growing demand for ethnic soup flavors. They join a full line of creamy soups that include: Organic Creamy Butternut Squash, Organic Creamy Tomato and Organic Roasted Red Pepper and Tomato (as well as the three Light Sodium soups in these flavors), Organic French Onion, All-Natural Buttery Sweet Corn, All-Natural Cashew Carrot Ginger, All-Natural Curried Red Lentil and All-Natural Roasted Carrot. The Suggested Retail Price range is: \$2.89-\$3.49.

Kevin Tisdale, Marketing Director at Pacific Natural Foods, said it is important for the natural foods category leader to remain innovative even in challenging economic times.

“While this past year proved to be a challenge for many industries, that Natural Foods Channel was still able to produce double digit dollar growth last year,” he said. “Our products offer a cheaper alternative to take-out or restaurant meals. In these rough economic times, natural shoppers will be looking for quality and good tasting ready-to-eat food choices.”

Pacific Natural Foods has four of the top 10 selling aseptic soups in the natural channel. A consumer focus on prevention and health appears to be part of the driving factor behind this growth. For instance, 69 percent of Americans are incorporating foods into a preventative lifestyle while 27 percent are using certain foods to help manage health conditions.\*

All of Pacific Natural Foods’ products are made with fresh, wholesome, all-natural and organic ingredients that are *Certified to the Source™*; ensuring that all ingredients meet the highest standards for safety, health and quality. The proprietary *Certified to the Source™* certification program guarantees those standards by working with suppliers to identify ingredient sources and track the history of each ingredient from seed to shelf.

### **About Pacific® Natural Foods:**

Founded in 1987, Pacific Natural Foods is a recognized leader in natural foods and its mission is to be the most respected brand in natural products. From the founder’s office at the company headquarters in Tualatin, Oregon, to the factory floor, from Pacific Natural Foods’ organic farms to retailers’ shelves, the company is committed to building a business that is widely respected. Through its commitment to *The Delicious Taste of Nature™*, Pacific Natural Foods is dedicated to helping families and individuals live healthier, more vital and rewarding lives. The company’s products are sold throughout the U.S. and Canada in mainstream grocery and natural food stores. For more information, visit the company’s new website at: [www.pacificfoods.com](http://www.pacificfoods.com).

This link will direct you to the company’s **Brand Essence Video**:  
<http://www.pacificfoods.com/videos/view/7?height=480&width=480>

\*Nielson Label Trends, 52 weeks ending 7/14/07

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