



## Media Release

FOR IMMEDIATE RELEASE

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# New *Simply* satisfying drinks in new package

Tualatin, OR – **Pacific® Natural Foods** has launched 12 new ready-to-drink organic beverages served in a one-of-a-kind aseptic prisma package. The new beverages are sure to please those consumers with a discerning, passionate palate.

**Simply Maté** is available in Peach Passion, Lemon Ginger, Citrus Lychee and Traditional. Simply Maté is made from the finest organic yerba maté. It's made in small batches from a proprietary blend of traditionally smoked and naturally air dried maté. The packaging notes that it's "Natural energy for the mind and body." It's a great low-calorie option ranging from 30 to 40 per one cup serving.

**Simply Tea** is a green tea product in Kiwi Mango, Tangerine, Peach, Wild Berry and Unsweetened flavors. The antioxidant-rich beverages are made in small batches with the finest green teas from the world's premier tea gardens. The gentle brewing process retains superior flavor and healthy benefits. The Simply Tea Unsweetened has zero calories offering a guilt-free thirst quencher.

**Simply Coffee** is an iced coffee beverage available in Latte, Vanilla Latte and Mocha. The low fat drinks are a creamy blend of fair trade certified Arabic coffee beans and milk. The coffees are lightly sweetened for the ultimate indulgence and offer 4 grams of protein and 15 percent of the daily value for calcium. Calories range between 110 and 130 per one cup serving.

Kevin Tisdale, director of marketing at Pacific Natural Foods, noted that once sourcing of Fair Trade Certified (FTC) yerba maté is finalized Pacific will be the only brand offering a complete line of organic and FTC teas, coffees and yerba maté.

"The small batch, gentle brewing process makes these new beverages unique while delivering the *Delicious Taste of Nature™* in the most environmentally and socially responsible manner," Tisdale said. "We are also excited to introduce an innovative prisma package that is lightweight, unbreakable and eco-friendly."

The Organic Simply Maté, Tea and Coffee are all sold in convenient 16.9 oz. aseptic prisma packaging that locks in superior flavor while locking out air and light for added freshness. The suggested retail prices for the drinks are: \$1.99-\$2.49. The Simply Coffee and Tea are Fair Trade Certified.

A 2008 Attitude & Usage Study conducted by the Natural Market Institute found that the top two reasons people purchase organic products are: grown without pesticides and safer for the environment. The study also determined that 82 percent said it is important to know where a food company sources its ingredients. Tracking ingredients is something that sets Pacific Natural Foods apart from many of its competitors.

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.

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**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>

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