



Media Release

FOR IMMEDIATE RELEASE

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Pacific Natural Foods adds hemp to its nut and grain line of non-dairy beverages

Hemp is a natural source of Omega 3 and 6 fatty acids

Tualatin, OR – **Pacific® Natural Foods**, one of the fastest growing brands in the non-dairy category (excluding soy and rice), adds **All Natural Hemp Milk** to its lineup of shelf-stable non-dairy beverages.

The All Natural Hemp Milk is available in Original and Vanilla flavors. The milks offer 50 percent of the Recommended Daily Allowance of calcium, 4 grams of fiber and 10 essential amino acids. The milks are free of Trans fat; they are lactose free, cholesterol free and gluten free. Vitamins in the new product include: A, D, B12, E, Riboflavin and Folic Acid.

A *Prevention* article in the March issue, “Eat to Live Longer,” quoted *The Biggest Loser* nutritionist Cheryl Forberg, RD, who suggested eating “a daily dose of omega-3s. I like to call them the anti-aging fat.”

Organic Unsweetened Almond Non-Dairy Beverages are now being sold in a 64 oz. family size. The low fat drinks are made with organic almonds and offered in vanilla and original flavors. Pacific Natural Foods’ Organic Unsweetened Almond Beverages grew 345 percent – eight times faster than the category (excluding soy and rice) during the last 52 weeks.*

Pacific Natural Foods is adding **All Natural Hazelnut Chocolate Non-Dairy Beverage** to the 32 oz. and 8 oz. 4-pack beverage offerings. The new chocolate flavor joins the popular All Natural Original Hazelnut 32 oz. non-dairy beverage. The new hazelnut drink is made with real chocolate and Oregon hazelnuts. The 8 oz. 4-packs are conveniently packaged for lunches or an on-the-go treat. They are also an excellent source of calcium, Vitamin D and Riboflavin.

Kevin Tisdale, director of marketing at Pacific Natural Foods, said the new non-dairy beverages meet the growing and unique needs of consumers.

“Our intention is to give our consumers what works best for their active, healthy lifestyle and these new options meet a variety of those specific needs and requests,” Tisdale said. “We are also pleased to offer a brand new offering with the new hemp beverages.”

The suggested retail prices for the drinks are: 32 oz. \$2.29-\$2.99; 64 oz. \$3.99; and 8 oz. 4-packs \$3.49-\$3.99.

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.

This link will direct you to the company's **Brand Essence Video**:

<http://www.pacificfoods.com/videos/view/7?height=480&width=480>

*SPINS Natural Trak, 52 weeks ending 1/24/09

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