



Media Release

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New shape for Pacific Natural Foods' soups

The 20-year-old innovator introduces a unique 16 oz. Prisma creamy soup package

Tualatin, OR – **Pacific® Natural Foods** will offer seven creamy organic and all-natural soups in a new, contemporary package.

The former 16 oz. aseptic rectangular box has been changed to a new Prisma package, which offers a one-of-a-kind design with improved attributes with gripping, pouring and sealing. The new package also features a tamper evident seal. The soups offer two servings per package and the Suggested Retail Price ranges from \$1.99 to \$2.49.

The soups that are featured in the new package include: Organic Creamy Butternut Squash, Organic Creamy Tomato, Organic French Onion, Organic Roasted Red Pepper and Tomato, All-Natural Buttery Sweet Corn, All-Natural Cashew Carrot Ginger and All-Natural Curried Red Lentil.

Kevin Tisdale, Marketing Director at Pacific Natural Foods, said the new Prisma packaging is an innovative response to consumer trends.

“We are the first in the market to offer this one-of-a-kind Prisma package,” he said. “It’s our goal to be the first to offer our customers superior tasting products in new and convenient ways that work best for their active, healthy lifestyles.”

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.

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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