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New Organic Frappe and Smoothie Base: On Ice and On Trend

Pacific Natural Foods debuts the latest innovations to the popular Barista Series® at Coffee Fest Chicago.

CHICAGO, Illinois – For many Americans, iced coffee frappés provide more than a refreshing respite to hectic schedules. They offer the rich, creamy, satisfying boost consumers crave to stay sharp any time of day.

Pacific Natural Foods meets customer demand for bold coffee flavor in a blended iced beverage with the latest innovations from the company's popular Barista Series: Organic Dairy Frappe and Smoothie Base and Organic Soy Frappe and Smoothie Base. Both products will debut for sampling at Coffee Fest Chicago, February 20-22 at booth #505 at Navy Pier.

Perfect for signature blended beverages, Barista Series Frappe and Smoothie Base is a simple-to-use, shelf-stable base that consistently produces the richest and creamiest drinks. Simply blend with ice and espresso to create indulgent frappés. Expand beverage offerings by blending Barista Series Frappe and Smoothie Base with ice and fresh fruit, juice or tea for a variety of specialty cold drinks. As with all products from Pacific Natural Foods, Barista Series Frappe and Smoothie Base contains the healthiest, best-tasting organic ingredients, delivering The Delicious Taste of Nature™.

Both Organic Dairy Frappe and Smoothie Base and Organic Soy Frappe and Smoothie Base are USDA-certified organic, made with Certified to the Source® ingredients—meaning that Pacific Natural Foods tracks every natural and organic ingredient in the product to ensure that each is of the highest quality and from a guaranteed source.

What's more, all products in the Barista Series from Pacific Natural Foods are aseptically packaged in 64oz. shelf-stable containers, making them the perfect storage solution for specialty coffee shop and café operations.

Timing for the introduction of Barista Series Frappe and Smoothie Base couldn't be better, according to Patrick Garish, Pacific Natural Foods' director of foodservice sales, who cites results from a late-2008 survey by the National Restaurant Association, which found that more than three-fourths (77%) of chefs polled identify espresso and specialty coffee drinks as a "hot trend" or "perennial favorite" in 2009.

"At Pacific Natural Foods, we're passionate about creating great products for foodservice operations that want to distinguish their beverage programs," Garish says. "With our Barista Series Frappe and Smoothie Base, baristas, coffee shops, cafés and restaurants everywhere can easily offer signature cold drinks and other specialty iced beverages that will keep their customers coming back for more."

About Pacific Natural Foods

Founded in 1987, Pacific Natural Foods is a recognized leader in natural foods. Our mission is to be the most respected brand in natural and organic products. From our president's office to the factory floor, from our organic farms to restaurateurs' menus, we are committed to building a business we can be proud of. Through our commitment to The Delicious Taste of Nature™, we are dedicated to helping families and individuals live healthier, more vital and rewarding lives by developing foods that are delicious and good for you, as well as good for the community, farmers and producers, and for the planet we all share. Visit <http://pacificfoods.com/foodservice> for more information.

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