



Media Release

FOR IMMEDIATE RELEASE

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Pacific Natural Foods delivers Fire-Baked Thin Crust artisan-styled pizzas

Tualatin, OR – **Pacific® Natural Foods**, synonymous with classic quality and all-natural ingredients, delivers an all natural line of artisan-styled frozen pizza on a **Fire-Baked Thin Crust**.

Inspired by simple, authentic all natural ingredients, the classic line of artisan-styled pizzas are made with signature crispy fire-baked crust topped with traditional meat toppings and a blend of three cheeses, including mozzarella, provolone and parmesan-reggiano. The new Fire-Baked Thin Crust pizzas are the only full line of classic pizza favorites made with all natural uncured meats.

The pizza flavors are: All Natural Uncured Pepperoni, All Natural Supreme, All Natural Uncured Canadian Bacon & Pineapple, All Natural BBQ Chicken Pizza and All Natural Herb Garlic Chicken Pizza. There are three servings per package and calories range from 250 to 290 for one-third serving size. Competitively priced with other national frozen pizza brands, the Suggested Retail Price is \$7.99.

The new pizzas are a natural progression for the 20-year-old company, which is committed to offering families quality foods that are also superior in taste.

Kevin Tisdale, Marketing Director at Pacific Natural Foods, said research shows that consumers are seeking convenient, frozen entrees as an alternative to a full sit-down dinner.

“Consumers want convenience, taste, and quality, and they are willing to pay for them,” he said. “These artisan-styled pizzas are a delicious solution for families that want quick, all-natural meals everyone will enjoy.”

According to the Food & Agricultural Products Center, frozen pizza is one of the most commonly purchased items in retail food stores and it has maintained its market share through the changing natural of the processed foods industry. Recent market studies show frozen pizzas are up 12.5 percent, with the meat and poultry segment up 15.7 percent.*

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>

**Frozen Food Age & Refrigerated-Frozen Food Retailer, 9/14/08*

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