



For Immediate Release

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Pacific Natural Foods Unveils Next-Generation QR Code Technology on Packaging at Natural Products Expo West

TUALATIN, Ore. – March 1, 2011 – [Pacific Natural Foods](#), known for its award-winning natural and organic food and beverages, puts recipes, cooking demos and easy-to-access shopping lists at consumers' finger tips with new QR Code technology on-pack in 2011. Pacific Natural Foods will demonstrate the QR Code technology at booth 2654 Natural Products Expo West on Friday, Saturday and Sunday, March 11-13.

"With our new line of authentic soup starters launching at Expo West, we'll demonstrate how easy it is for shoppers to use QR Codes to access virtual guides to making quick-and-easy meals," said Tim Ramsey, vice president of sales and marketing for Pacific Natural Foods. "We want to inspire home chefs to fill their shopping carts with fresh ingredients and get creative in the kitchen."

To further engage Expo West attendees with the technology, Pacific Natural Foods will be offering them the chance to win a new iPhone by picking up a branded postcard and scanning the QR Code with their smart phones.

The new line of convenient Soup Starters will be the first Pacific products to feature QR Code technology on-package and will be available in stores starting this summer. Pacific Foods is also launching new packaging designs for the brand's existing broth, soup and non-dairy beverage lines this fall, which will include QR Codes to access online content such as recipes, videos, ingredient sourcing, and creative usage ideas for these popular pantry staples.

About Pacific Natural Foods

Founded in 1987 in Tualatin, Ore., Pacific Natural Foods is dedicated to inspiring people to know more about their food, where it comes from and how it's grown by delivering delicious, all natural and organic foods made with respect for land, animals and people. Pacific Natural Foods offers a wide variety of all natural and organic food and beverages including soups, broths, non-dairy beverages, frozen pizzas, pot pies and ready-to-drink iced coffees, teas and matés. The company's products are sold throughout the U.S. and Canada in mainstream grocery and natural food stores. For more information, visit www.pacificfoods.com.

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