



For Immediate Release

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Pacific Natural Foods Delivers Bold, Adventurous Flavor with New Soup Collections *Regional Favorites, Ethnic Trends and Comfort Food Classics Inspire New Products*

TUALATIN, Ore. – August 16, 2010 – Poblano peppers, sweet potatoes, roasted garlic, lemongrass and crème fraiche are just a few of the flavorful ingredients Pacific Natural Foods is bringing to the table this October with two new soup collections: a new line of all natural hearty soups and chowders, and the first and only organic condensed soups on the market. Both are packaged for convenience in easy-to-open, BPA-free cartons.

Pacific Turns to Chefs for Inspiration

Taking a page from bistro menus, Pacific's new all natural hearty soups and chowders combine vegetables, savory herbs and zesty spices that add up to sophisticated flavors typically found in restaurants.

The new collection, made with all natural ingredients and nothing artificial, includes six indulgent vegetarian flavors:

- Vegetable Lentil & Roasted Red Pepper Soup
- Poblano Pepper and Corn Chowder
- Rosemary Potato Chowder
- Thai Sweet Potato Soup
- Chipotle Sweet Potato Soup
- Roasted Garlic Mushroom Lentil Soup



"America's hunger to explore adventurous, new flavors has reached the humble soup bowl," said Tim Ramsey, vice president of sales and marketing for Pacific Natural Foods. "We scoured recipes and restaurant menus for flavor inspiration and created a new collection of hearty classics that reflect regional favorites as well as global cultural trends."

The individual-sized soups and chowders are great on their own or a perfect complement to favorite salads and sandwiches for a quick meal.

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Pacific Brings Back Casserole Favorites with an Organic Twist

Green bean casseroles, pot pies and other one-dish meals get a modern update from Pacific Natural Foods with a new collection of organic condensed soups. Unlike traditional offerings, Pacific's is the first organic version on the market, made with pure, simple ingredients such as crème fraiche and organic roasted chicken, with no added MSG, flavors or sugar.

The collection includes three classic 12-ounce varieties, each offering an organic shortcut for nostalgic family favorites, a source of inspiration for modern recipes or a delicious meal to enjoy on its own.

The flavors are:

- Organic Cream of Chicken
- Organic Cream of Mushroom
- Organic Cream of Celery

"It's time for casseroles to make a comeback," said Ramsey. "As families look to extend their food budgets and save time in the kitchen, condensed soups make it easy to whip up a one-dish dinner – now with fresh, organic ingredients – any night of the week."



Innovative Packaging: Fresh, Convenient, Easy to Store

No can openers are needed for Pacific's new soups, which come in easy-to-open, pour and close, BPA-free cartons. The innovative Tetra Recart packaging serves a dual purpose. First, it helps preserve the integrity of the soups' ingredients – the end result is a product that's less processed, delivering a fresher, more complex flavor and no tinny aftertaste. Secondly, it supports the company's commitment to sustainability, being made with paper from sustainably managed forests and reducing carbon emissions due to the lightweight, volume-efficient package. The cartons are also shelf-stable for up to 24 months.

Products Hit Shelves This Fall

Pacific's all natural hearty soups and chowders (SRP \$2.69 - \$3.29 for 17.6 oz.) and organic condensed soups (SRP \$2.49 - \$2.99 for 12 oz.) arrive in grocery stores and natural food markets nationwide this October.

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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