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**Pacific Natural Foods Jumps to the Head of the Line with New Single Serve
Ultra Soy Non-Dairy Beverage, Ideal for School Lunch Programs**

New all-natural non-dairy beverage debuts at SNA

TUALATIN, Oregon – Pacific Natural Foods debuted the latest innovation in its extensive line of non-dairy beverages—a single serve Ultra Soy—at the School Nutrition Association (SNA) Annual National Conference, held July 12-14 at the Dallas Convention Center.

Compliant with the National School Lunch Program and WIC as an approved milk substitute, Ultra Soy is ideal for adults and children who, for any reason, seek a delicious, healthy alternative to cow's milk. With its nutritional punch and 8-oz single-serve size, Ultra Soy is a welcome addition to the menus of school lunchrooms that are looking for an eligible reimbursable non-dairy beverage. Available in aseptic packaging, Ultra Soy provides easy shelf-stable storage convenience to any environment lacking refrigeration.

The clean, crisp flavor of Ultra Soy comes straight from the finest whole organic soybeans. In addition to being a natural source of protein, Ultra Soy combines vitamins and minerals like calcium and vitamins A, B, D and E. And unlike other soy products, Ultra Soy from Pacific Natural Foods delivers premium freshness without a beany taste.

“Ultra Soy is the perfect milk alternative for any student or adult who requires a non-dairy beverage as part of their diet, or is just simply looking for a break from the norm,” says Tim Ramsey, Pacific Natural Foods' vice president of sales and marketing, who notes the appeal of Ultra Soy. “The convenient grab-n-go is perfect for students or adults who seek a quick, wholesome, delicious beverage on the run.”

As with all products from Pacific Natural Foods, Ultra Soy contains wholesome, fresh ingredients that are Certified to the Source™. Established in 1997, Certified to the Source is Pacific Natural Foods' rigorous auditing program that tracks all

ingredients from roots to shelf, ensuring they are of the highest-quality and originate from only guaranteed sources.

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 and beverages made with respect for land, animals and people. From our president's office to the factory floor, from our founder's organic farms to restaurateurs' menus, we are committed to building a business we can be proud of. To find out where are products are available or for more information visit <http://pacificfoods.com/foodservice>.

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