



February 8, 2008

Media Contact: Dan Chiado
Olson Communications
312.280.4573
danc@olsoncom.com

Pacific Natural Foods Introduces Barista Series®

Organic Dairy Milk and Soy Blenders to make a big splash at Coffee Fest in February

Washington D.C. – Among the many innovations brewing at Coffee Fest, on tap for February 15-17 at the Washington, D.C., Convention Center, will be a new product line from an established leader in organic and all natural foods: Pacific Natural Foods.

Pacific Natural Foods will debut its new Barista Series targeting baristas and managers of coffee cafés and specialty coffee shops with its popular Soy Blenders and new Organic Dairy Milks at this annual winter show dedicated to the growth and proliferation of the specialty coffee industry.

“Soy Blenders are great for restaurants and coffee houses because they don’t curdle and can withstand the high heat and acidity of coffee,” says Patrick Gabrish, Pacific Natural Foods’ director of foodservice sales, who notes that Soy Blenders were formulated to meet the high quality demands of baristas. “Our Organic Dairy Milks come from cows that graze naturally in pastures during the growing season, ensuring unmatched wholesomeness and quality to café and coffee-shop customers.”

Soy Blenders come in plain and vanilla flavors, are made from organic soybeans, and are gluten-free, casein-free, cholesterol-free and low fat. Organic Dairy Milks are available in 2% reduced fat and fat-free varieties. All products are Certified to the Source®, which means 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. Indeed, in support of domestic farmers and producers, more than 98% of Pacific Natural Foods’ ingredients come from U.S. sources.

“We promise our customers that we are dedicated to bringing them the very best tastes and goodness that nature puts in our ingredients,” says Chuck Eggert, company cofounder. “That’s as true with the products in our new Barista Series as with our first products launched more than 20 years ago.” The Barista Series represents all products geared toward baristas and specialty coffee cafés, including Pacific Natural Foods’ premium nut, grain and soy beverages.

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 www.pacificfoods.com for more information.

###