



## Media Release

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# Pacific Natural Foods takes leading soup, broth products into Canadian market

Tualatin, OR – **Pacific® Natural Foods** is now selling several of its popular line of soups and broths in Canada. These products include: **Organic Roasted Red Pepper & Tomato**, **Organic Creamy Tomato** and **Cashew Carrot Ginger** soups; and **Organic Free Range Chicken**, **Organic Low Sodium Free Range Chicken**, **Natural Free Range Chicken** and **Organic Vegetable** broths. The 32 oz. soups and broths have a suggested retail price ranging from \$2.69-\$3.09.

With the move into the Canadian marketplace, Pacific Natural Foods looks to bolster its presence in the RTE soup category. It is one of the fastest growing RTE soup brands with 72 percent growth in conventional stores and 33 percent growth in the natural channel. The company has three of the top 20 sellers in the natural foods channel, including the two top-selling soups in the RTE category – 32 oz. Organic Roasted Red Pepper & Tomato and Organic Creamy Tomato.\*

Kevin Tisdale, director of marketing at Pacific Natural Foods, said the launch into Canada is a natural progression of the growth of the company as well as meet consumer demand for the Pacific® soups and broths.

“We are excited about offering our popular soup and broth products throughout North America,” Tisdale said. “Our research shows we have a customer base in the Canadian market that is seeking quality, innovative ready-to-eat soups and broths.”

All of Pacific Natural Foods’ products are made with fresh, wholesome, all-natural ingredients that are *Certified to the Source™*, ensuring that all ingredients meet the highest standards for safety, health and quality. The certification program guarantees these standards by working with suppliers to track ingredient sources and every detail of each ingredient.

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 nationwide in mainstream grocery and specialty food stores. For more information, visit [www.pacificfoods.com](http://www.pacificfoods.com) or call (503) 692-9666.

\*(SPINscan 52 weeks ending 12/1/07)

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