



## Media Release

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# Pacific® Almond Beverages go organic

Tualatin, OR – Industry reports show consistent growth in organic food and beverages and Pacific® Natural Foods is responding to this high demand for organic beverages by converting its entire all-natural non-dairy Almond Beverage line to organic, becoming the only brand in the marketplace with a full line of organic non-dairy almond beverages.

The complete line includes: **Organic Almond Original, Organic Almond Vanilla, Organic Almond Unsweetened Original and Organic Almond Unsweetened Vanilla** in 32oz aseptic containers; and **Organic Almond Chocolate and Organic Almond Vanilla** in 8 oz. four packs. The suggested retail prices for the 8 oz. four packs are \$3.49-\$3.99 and the 32 oz. beverages are priced at \$2.49-\$2.99.

Kevin Tisdale, director of marketing at Pacific Natural Foods, said the new Organic Almond Beverages are a natural progression for the company – a leading manufacturer of non-dairy, alternative beverages.

“Our customers are seeking not only alternatives to dairy, but they want products made with quality organic ingredients,” Tisdale said. “Several industry studies support our commitment to offering innovative products that taste great and are healthier, *Certified to the Source*™ and organic.

For example, the Organic Trade Association reported that the U.S. organic industry grew 21 percent to \$17.7 billion in consumer sales in 2006. Last year, sales increased for food and beverages to \$20 billion. A recent Mintel consumer survey also found that just more than half of all Americans said they have purchased organic foods in the past year, while more than a quarter bought organic beverages.

All of Pacific Natural Foods’ products are made with fresh, wholesome, all-natural and organic ingredients that are *Certified to the Source*™; ensuring that all ingredients meet the highest standards for safety, health and quality. The proprietary *Certified to the Source*™ certification program guarantees those standards by working with suppliers to identify ingredient sources and track the history of each ingredient from seed to shelf.

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 throughout the U.S. and Canada in mainstream grocery and natural food stores. For more information, visit [www.pacificfoods.com](http://www.pacificfoods.com).

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