

Pacific Natural Foods introducing Light Sodium Soup options

Tualatin, OR – Pacific Natural Foods is proud to introduce light sodium versions of its three top selling creamy soups including Organic Roasted Red Pepper and Tomato, Organic Creamy Tomato and Organic Creamy Butternut Squash. These light sodium soups contain all of the natural goodness of our regular soup, with only half the sodium, and are available in 32 oz. shelf-stable, aseptic packages.

The American Heart Association links high-sodium diets to conditions such as heart disease, stroke and high blood pressure. In fact, its studies show the average American eats about 2,900 to 4,300 mg. of sodium or about six to 10 grams of salt daily. Healthy Americans should aim to eat less than 2,300 mg. of salt each day.*

Kevin Tisdale, director of marketing at Pacific Natural Foods, explained that consumers are seeking healthier food choices.

“We are meeting consumer needs who have sodium restricted diets without sacrificing flavor,” Tisdale said. “Quality and taste are paramount at Pacific Natural Foods while making the smallest environmental impact possible,”

Pacific Natural Foods is driving innovation in the RTE \$53 million soup category with 61 percent growth in the conventional category and 39 percent growth in the Natural Channel. The brand has three of the top 20 sellers in the conventional marketplace and its Organic Roasted Red Pepper and Tomato is the top selling Pacific soup in the Natural Channel.**

Each of these new Pacific Natural Foods light sodium soups range in sodium from 280 mg to 380 mg and contain 90 to 110 calories per one-cup serving (8 fl. oz.). The three new offerings will be lined priced and are incremental to the original versions of Organic Roasted Red Pepper and Tomato, Organic Creamy Tomato, and Organic Creamy Butternut Squash.

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 natural food stores. For more information, visit www.pacificfoods.com.

*(www.americanheart.org)

** (SPINscan 52 weeks ending 12/30/06)

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