

Media Release
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Pacific Natural Foods Introduces First Organic Unsweetened Almond Beverages

Tualatin, OR – Pacific® Natural Foods has launched the first USDA-certified Organic Unsweetened Almond Beverages available in the marketplace. These new unsweetened beverages are available in both Original and Vanilla flavors and are sold in 32 oz. shelf stable containers.

Pacific Natural Foods has also reformulated its 32 oz. Almond Original and Almond Vanilla Beverages based on consumer sensory feedback. These reformulations along with the new Organic Unsweetened Almond Beverages contain roasted almond butter, which delivers a more delicious taste, improved mouth feel, and a creamier texture. The SRPs for these 32 oz. products are \$2.49-\$2.99.

In the Natural Channel, Non-Dairy Alternative Beverage sales reached more than \$13 million in 2006, up 44 percent over the previous year. Additionally, Non-Dairy Beverage sales grew over 61 percent in mainstream grocery to more than \$9 million last year.* According to Kevin Tisdale, director of marketing with Pacific Natural Foods, “more and more consumers are seeking great tasting organic beverage options without added sugar or sweeteners”.

Gary Hemphill of Beverage Marketing Corporation believes that the natural and organic foods beverage industry is seeing niche targets. Hemphill notes that “we’re at the early stages of an era of specialization in beverages.”**

All of these 32oz. Pacific Natural Foods Almond Beverages are low fat, Kosher, and gluten free, with the Unsweetened Organic versions offering consumers 50 calories or less per 8 oz. serving. Additionally, these all natural and organic beverages are enriched with calcium and vitamins A, D and B2.

All 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 and celebrating its 20th anniversary this year, 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.

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

** (Natural Foods Network February 2007)

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