

Media Release
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Pacific Natural Foods Introduces Innovative Single Serve Almond Beverages

Tualatin, OR – Pacific® Natural Foods has launched the first Single-Serve 8 oz. Almond Beverages available in the marketplace. The company is introducing Chocolate and Vanilla flavors, both of which are made with roasted almond butter, which delivers a more delicious taste, improved mouth feel, and a creamier texture.

Each serving of these grab and go non-dairy beverages provides an excellent source of calcium, vitamin D, and riboflavin, while also offering low sodium, low fat, and gluten free benefits. The Chocolate flavor is formulated with “real chocolate,” while the vanilla flavor features our newly reformulated delicious Almond Vanilla taste. The SRPs for these 8 oz. 4-packs are \$3.49 to \$3.99.

While these dairy-free beverages are best enjoyed on the go, they can be enjoyed by the glass, in cereal, in smoothies, in recipes, in coffee and tea, or simply as a healthy snack. 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.*

Kevin Tisdale, director of marketing with Pacific Natural Foods, adds that “more and more of our consumers are seeking the convenience and health benefits of great tasting dairy-free beverages that fit into their busy lifestyles.” According to James Richardson, PhD, The Hartman Group, “The biggest thing we’re noticing in America’s pantries is that there doesn’t seem to be a target demographic for single-serve packaging. Everyone is using them to some degree. Empty nesters. Single adults. Even families, the supposed raison d’etre for large sized multi-serve package designs.” 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)

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