



Media Release

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Pacific® Natural Foods' continues to show leadership in the natural, organic broth category

New USDA-certified organic broths are low in fat, gluten free

Tualatin, OR – **Pacific Natural Foods** has led the broth category in the natural foods channel with its Organic Free-Range Chicken Broth.* New to the Pacific Natural Foods broth lineup are: **Organic Low Sodium Vegetable Broth** and **Organic Beef Broth**. The 32 oz. broths join the existing flavors including: Organic Free-Range Chicken Broth, Organic Low Sodium Free-Range Chicken Broth, Free-Range Chicken Broth, Beef Broth and Organic Mushroom Broth.

The new USDA-certified organic broths are examples of the company's promise to offer the best of The Delicious Taste of Nature™, noted Kevin Tisdale, director of marketing at Pacific Natural Foods. Last year, the company's broths increased 45 percent in conventional stores and 26 percent in natural foods stores.*

“Our organic and natural broths are perfect for any favorite recipe,” Tisdale said. “The Organic Low Sodium Vegetable Broth also meets a growing demand in the marketplace for broths with lower sodium content.”

Pacific Natural Foods' new Organic Low Sodium Vegetable Broth has only 140 mg. of sodium per 1 cup serving, which is about four times less sodium than conventional brands.

Packaged Facts (Oct. 2004) stated that formulating low sodium foods is not new. However, warnings from health professionals and ever-changing American diet concerns may elevate low sodium to a status equal to that of low fat, carbs and sugar.

According to the American Heart Association, recent estimates show that nearly one in three U.S. adults has high blood pressure. High blood pressure can lead to stroke, heart attack, heart failure or kidney damage. One way to control this condition is to eat less sodium. However, while the average American adult consumes 4,000 to 6,000 milligrams daily, the recommended daily allowance for sodium is 2,400 milligrams.

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 president'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.

*(SPINscan 52 weeks ending 12/31/05)

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