

April 15, 2005

Media Contact:

Kathryn French
Metropolitan Group
503-223-3299
kfrench@metgroup.com

Pacific Foods Launches New Soy Blenders and Single-Serve Soymilk ***New Products Meet Demand for Non-dairy Alternatives from Cafeterias to Coffee Houses***

TUALATIN, Oregon, April 15, 2005 – Pacific Natural Foods, makers of high quality, non-dairy beverages, all natural soups, broths, gravies and, ready-to-eat meals, announced its latest product innovations: **8-ounce single-serving Soymilk** and new **32-ounce Pacific Soy Blenders**. The single 8-ounce servings of Soymilk and new Pacific Soy Blenders are specifically designed for the food service industry—cafeterias, coffee houses, restaurants and delis—to meet increasing demand for great tasting non-dairy alternatives.

Great for kids and adults looking for a healthy alternative to dairy beverages or who are lactose intolerant, the grab-and-go individual serving of Soymilk is enriched with **calcium and vitamins A and D**, requires **no refrigeration**, and is available in three flavors: **plain, chocolate and vanilla**. Pacific Soy Blenders, available in **plain and vanilla**, are designed to be added to coffee or tea, instead of milk or cream or blended with steam to make espresso or chocolate drinks. Both products are made with organic **soybeans** and are **casein and gluten free**.

"These soy beverages were designed for the foodservice industry," says Patrick Gabrish, food service director of Pacific Foods. "Our packaging allows for dry storage until opened and is less expensive to handle than refrigerated brands. The Soy Blenders are great for restaurants and coffee houses because they don't curdle and can withstand the high heat and acidity of coffee better than major national brands. The 8-ounce single-serving Soymilks are perfect for schools, cafeterias and restaurants with increasing demand for non-dairy alternatives."

About Pacific Foods

Pacific Foods is a recognized leader in natural foods and our mission is to be the most respected brand in natural products. From our president's office to the factory floor, from our organic farms to retailers' shelves, we are committed to building a business that makes us proud. Through our commitment to *the delicious taste of nature*, we are dedicated to helping families and individuals live healthier, more vital and rewarding lives. We indulge their senses with a world of delicious flavors that are good for them, good for the community of farmers and producers, and good for the planet we all share. Visit www.pacificfoods.com for more information.

###