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Pacific Natural Foods jumped into foodservice at the NRA Show

Consumers want "The Delicious Taste of Nature™" when they go out to eat

CHICAGO, Illinois – There was a tasty newcomer from the Pacific Northwest at this year's National Restaurant Association show at McCormick Place.

That newcomer to foodservice was Oregon-based Pacific Natural Foods, a firm well-known for the natural foods it sells to consumers under the Pacific Natural Foods brand. Pacific Natural Foods kicked off its expansion into the foodservice market by bringing "The Delicious Taste of Nature™" to the NRA show, the largest gathering of restaurant and foodservice professionals in this hemisphere.

"We promise our customers that we are dedicated to bringing them the very best tastes and goodness that nature puts in our ingredients. Whether we're making all natural and organic soups, gravies, broths, iced teas or non-dairy beverages, we use only the safest and freshest all natural and organic ingredients," said Chuck Eggert, company co-founder, explaining Pacific Natural Foods' commitment to natural foods.

Pacific Natural Foods backs its brand promise with accountability. "Our very own program, called Certified to the Source™, ensures that every natural and organic ingredient in every product we make is of the highest quality and from a guaranteed source," he added. Certified to the Source™ closely monitors Pacific Natural Foods' own farming of ingredients and those of its vendors. More than 98% of Pacific Natural Foods' ingredients come from U.S. sources, and about half from the Pacific Northwest.

"Moving into the foodservice market is a natural evolution for Pacific Natural Foods," said Patrick Gabrish, director of foodservice sales for the company, intending no pun. "We're simply following our customers. The demand for organic foods is growing consistently; people are gravitating to them. At the same time, Americans are eating out more than ever before, and they are bringing their awareness of natural and organic ingredients with them," he said. "We want to introduce restaurateurs and foodservice operators to our products as they respond to their customers' desire to see natural and organic foods on their menus."

Pacific Natural Foods was founded in 1987 with eight employees. Still head-quartered near Portland in Tualatin, Oregon, today the company employs more than 200 there and on 450 acres of USDA certified-organic farms in the northern Willamette Valley.

About Pacific Natural Foods

Founded in 1987, Pacific Natural Foods is a recognized leader in natural foods. Our mission is to be the most respected brand in natural and organic products. From our president's office to the factory floor, from our organic farms to restaurateur's menus, we are committed to building a business we can be proud of. Through our commitment to The Delicious Taste of Nature™, we are dedicated to helping families and individuals live

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healthier, more vital and rewarding lives by developing foods that are delicious and good for you, as well as good for the community, farmers and producers, and for the planet we all share. Visit www.pacificfoods.com for more information.

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