



Media Release

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Pacific® Natural Foods continues to drive innovation with two new aseptic soup offerings

Tualatin, OR – Pacific Natural Foods' Ready-to-Eat (RTE) soup portfolio expands with two new one-of-a-kind flavors. The new aseptic soups are: **Buttery Sweet Corn** and **Cashew Carrot Ginger**.

Buttery Sweet Corn Soup offers a delicious taste of fresh-picked sweet corn, milk, black pepper and butter mingled beautifully in a mouthwatering combination that tastes like fresh corn, right off the cob. This soup will remind you of summer one spoonful at a time! Cashew Carrot Ginger Soup features coconut milk, cashews and spices that perfectly complement carrot, roasted garlic and ginger for a delicious twist on carrot soup. The unique Asian influenced taste of the Cashew Carrot Ginger delivers the perfect yin and yang of savory and spicy flavors! They serve up a scrumptious meal with only 120 calories per one cup serving and both are certified Kosher and gluten free. Additionally, these new aseptic soups are low in fat with zero trans fats.

The soups come in two convenient sizes – 16 oz. and 32 oz. aseptic soups – that you simply pour, heat and serve. These two new flavors complement Pacific Natural Foods' family of great-tasting RTE soup varieties including: Organic Creamy Tomato, Organic Creamy Butternut Squash, Roasted Red Pepper and Tomato, Organic French Onion and Creamy Roasted Carrot. The suggested retail prices for the soups range from \$2.49 to \$2.99.

With these new offerings, Pacific Natural Foods looks to bolster its already strong presence in the RTE soup category. It is one of the fastest growing RTE soup brands with 72 percent growth in conventional stores and 33 percent growth in the natural channel. The company has three of the top 20 sellers in the natural foods channel, including the best selling soup in the category – Pacific Natural Food's Roasted Red Pepper and Tomato.*

Kevin Tisdale, director of marketing at Pacific Natural Foods, said the new soups are a perfect addition to the company's ever-popular, innovative aseptic soups.

“We are excited about the launch because we are introducing two flavors that our consumers have requested,” Tisdale said.

“With each new addition to our great-tasting soup lineup, we are excited to not only cater to our current consumer base, but to also deliver these delicious tastes to new consumers.”

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 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 specialty food stores. For more information, visit www.pacificfoods.com.

*(SPINscan 52 weeks ending 3/25/06)

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