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## **Pacific Natural Foods jumps into Dairy-Deli-Bake at the IDDBA expo**

*Consumers want "The Delicious Taste of Nature™" in dairy, deli and bakery goods*

ANAHEIM, California – There's a new deli in town for Dairy-Deli-Bake 2007, the expo opening at the Anaheim Convention Center on Sunday, June 3. It's the "Natural Deli" found at the Pacific Natural Foods booth #1671 at the show, and it signals the company is working hard to introduce its line of all-natural and organic foods to the world's leading dairy, deli and bakery professionals.

Although a relative newcomer to the International Dairy, Deli and Bakery Association's annual meeting, Oregon-based Pacific Natural Foods is well known for the natural foods it sells to consumers. In its 20<sup>th</sup> year, Pacific Natural Foods now is expanding into key foodservice markets. "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 ice teas and soy beverages, soups, gravies, broths or pie shells, 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," Eggert added. Certified to the Source™ closely monitors Pacific Natural Foods' own farming of ingredients and those of its vendors. More than 97% of Pacific Natural Foods' ingredients come from U.S. sources, and about half from the Pacific Northwest.

"Moving into the dairy, deli and bakery markets 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 has grown consistently and organic foods aren't found only in natural food stores anymore. Consumers bring their awareness of natural and organic ingredients with them to the coffee shop, deli counter and bakery," he said. "We want to introduce all foodservice operators to our products and help them respond to their customers' desire for natural and organic foods."

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 750 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.

(more)

Through our commitment to The Delicious Taste of Nature™, we are dedicated to helping families and individuals live 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](http://www.pacificfoods.com) for more information.

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