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## **Pacific Natural Foods Announces Partnership with Hobby-Whalen Marketing, Inc.**

*Alliance marks first all-natural supplier among family of distinguished foodservice brands*

CHICAGO, Illinois – Pacific Natural Foods chooses its partners wisely. As the industry leader in natural and organic products, any business alliance must bolster the company's exemplary image and brand strength. That's why Pacific Natural Foods is proud to announce its recent partnership with Hobby-Whalen Marketing, Inc., Aurora, Colo.

"Like Pacific Natural Foods, Hobby-Whalen's foodservice marketing strategy is built on integrity and an open commitment to providing the right solutions for their customers' needs," says Patrick Gabrish, Pacific Natural Foods' Director of Foodservice Sales.

Pacific Natural Foods welcomes collaboration with Hobby-Whalen Marketing at a time when consumer awareness and appreciation of sustainable and natural food products have never been greater. Chefs and foodservice managers not only laud Pacific Natural Foods' commitment to offering menu solutions through its proprietary Certified to the Source™ program, they also cherish the unparalleled quality of Pacific Natural Foods' family of distinctive, flavorful, convenience-added products.

Chris Bybee, Hobby-Whalen Marketing's Corporate Chef, says the partnership with Pacific Natural Foods enhances his company's reputation of offering only premium branded products to foodservice. Indeed, Pacific Natural Foods is the first Hobby-Whalen partner to offer exclusively all-natural soups, broths, gravies, non-dairy beverages, iced teas and pie shells. Many of Pacific Natural Foods products are also certified organic.

"Pacific Natural Foods products are not only wholesome and taste good, but they bring out the best flavors possible by starting with all-natural ingredients," Bybee says. "We're excited to embrace Pacific Natural Foods among our distinguished line-up of premium foodservice brands." Hobby-Whalen Marketing's service area encompasses the entire Rocky Mountain region. For more information on Hobby-Whalen Marketing, Inc., visit [www.hobbywhalen.com](http://www.hobbywhalen.com).

### 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 restaurateurs' 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 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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