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Ready Pac Announces Winner of Their Fit & Fresh Challenge

Ready Pac's promotion successful in encouraging health-conscious activities and helping consumers kick off goals for healthy lifestyles in 2014

Irwindale, Calif. (March 28, 2014) – Ready Pac Foods, Inc. launched their digital consumer promotion, “Fit & Fresh Challenge,” in January 2014 to help motivate consumers into accomplishing some of their New Year’s resolutions, especially around eating healthier. Understanding the importance of making healthy decisions, Ready Pac knows that consumers feel great when making healthier choices.

Ready Pac is happy to announce the Grand Prize winner of the 2014 Fit & Fresh Challenge is Amber Moore of Pearland, Texas.

The Pinterest contest ran through February 16th, and asked consumers to pin their Fit & Fresh inspirations to their Pinterest board for a chance to win a \$500 Amazon gift card, and a year’s supply of Ready Pac’s Fresh Bistro® Bowl Salads. Contestants posted their creative ideas to their Pinterest board, at the same time making sure they tagged each pin with #readypac and #fit&fresh.

As part of their Digital Marketing strategy, the promotion received strong consumer response. Many of the consumers who participated in the Challenge were engaged with the contest and participated with visual ideas to represent their goals.

“It is not a surprise why Amber Moore won when you see her entry. As you can see, she filled her inspirational board with images and ideas for a fit and healthy lifestyle,” says Tristan Simpson, Vice President, Corporate Communications.

“Amber set the bar high on creativity and innovation with how to incorporate Ready Pac products as a part of her healthy diet, and she also included unique workout tips and motivational quotes that will surely keep us all inspired,” says Simpson.

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COMPANY BIO: California based Ready Pac is a premier producer of convenience fresh foods, including fresh-cut produce. With processing facilities throughout the United States, Ready Pac’s award-winning salads, snacks, fresh cut fruit and vegetables are distributed in supermarkets and restaurant chains across North America. For more information, visit www.readypac.com.