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****Image Attached****

Ready Pac Helps Kids Impress and Stay Healthy this Back-to-School Season

Studies Show Flavor Mixology and Healthy Foods with Bold Taste are Imperative to Engaging Kids during School Mealtimes

Irwindale, Calif. (August 14, 2103) – Just when we finally settle into our summer routines, it’s already time for parents and kids alike to begin charting out their ever-daunting back-to-school supply list. From writing utensils to notebook themes and lunch boxes, kids always seem to have their thumb on the pulse of which must-have items they need to be seen toting around on the playground each year. Mealtime is no exception – so when it comes time to bust open their shiny new cartoon heroine lunch sack, it’s up to Mom and Dad to offer up the goods that impress.

At Allparenting.com, Caesar salads topped the list for innovative lunch ideas to engage children this coming school year. By separating the salad components into different compartments, kids are given the opportunity to seize control of their lunchtime meal, building and modifying proportions of their salad toppings as they see fit. According to Talor Garland of Bloombang Creative Services, the element of mixology is crucial to holding a child’s attention during mealtime. Ready Pac® Bistro® Bowls provide an obvious fit for this insight with convenient all-inclusive bowl salads. Not only do they come in a variety of flavors (with separated components that are perfect for meal customization and mixology), but they are produced with Ready Pac’s proprietary single-seal-technology to keep each salad fresh all week long – making kids’ lunch planning as easy as scooping up a weeks’ worth of their favorite Ready Pac® Bistro® Bowl salads in the produce aisle.

Just as important, according to Just Kid Inc., is the healthy food factor. In a recent study the company conducted with 300 kids aged 8 to 12 about school lunches, 72 percent of respondents said they wished there were healthy products *with a taste they like* during lunchtime at school. A key element of encouraging consumption of fresh, healthy fruits and vegetables is a tasty dip. That’s why Ready Pac created Ready Snax®, an ingenious array of on-the-go ready snack packs that pair fresh fruits and veggies with a delicious dip or treat. Ready Snax® are available in 5 delicious flavor combinations, including:

- Apples & Cheese with Caramel Dip
- Apples, Granola & Yogurt
- Veggie, Cheese & Pretzel
- Veggies & Cheese with Ranch Dip
- Veggies, Hummus & Sunflower Seeds

For additional back to school lunch and snacking ideas, including complete information on ingredients in each Ready Pac® Bistro® Bowl and Ready Snax®, visit <http://www.readypac.com/products/>.

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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

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