



FOR IMMEDIATE RELEASE

Tristan Simpson
Ready Pac Foods, Inc.
Vice President of
Corporate Communications
(626) 678-2055

Tristan.Simpson@readypac.com



Ready Pac Simplifies Back to School

Delicious and Nutritious Ready Snax® Make Healthy Meal Planning a Cinch!

Irwindale, Calif. (August 27, 2014) – Summer is officially coming to a close, and parents everywhere are either breaking out in a cold sweat or rejoicing in anticipation of the fast approaching school year. It's time to begin shopping for new clothes, school supplies, and stocking the fridge with food for school lunches and snacks. According to a panel of mom bloggers on *completelyyou.com*, packing a healthy lunch is one of the top back to school challenges parents face. "Sending kids to school with a nutritious lunch isn't always easy. Although school lunches are mandated to be healthier this year, many parents still prefer their kids bring food from home for both financial and health reasons."

There are so many options on the grocery shelves that shopping for the right choices can become a daunting task. Linda Spiker, author of *theorganickitchen.org*, suggests, "If you buy prepared food, make it good food! Always pack veggies, and be sure to add variety. Nothing makes your child want to trade their lunch for a friend's Hostess cupcake faster than opening their lunchbox to the same ol' same ol' every darn day." That's why Ready Pac created Ready Snax®, a perfect meal component for parents who want to send their kids back to school with something a bit more healthy. Ready Snax are an ingenious array of on-the-go snack packs that pair fresh fruits and veggies with a delicious dip or treat. They are available in 6 clever flavor combinations, including:

- Carrots, Grapes & Cheese with Pretzels
- Fruit, Cheese & Flatbread Crackers
- Apples & Cheese with Caramel Dip
- Veggies & Cheese with Ranch Dip
- Veggies, Hummus & Sunflower Seeds
- Apples, Granola & Yogurt

"By offering a wider variety of delicious and healthy-components, Ready Snax helps parents find more ways to introduce daily healthy eating habits to their kids without the boredom and limitation we

traditionally think of in terms of nutrition,” said Tristan Simpson, Vice President of Corporate Communications at Ready Pac.

Ready Snax aren’t just for school options either. They also are great portable snacks for kids and parents too! According to Technomic’s 2014 *The Snacking Occasion Consumer Trend Report*, Over half of today’s consumers (51%) say they snack at least twice a day, portability is extremely important (60%), and half indicate that healthfulness is very important to them when choosing a snack. Ready Snax’s convenient packaging and everyday low pricing make them ideal for delicious on-the-go healthy snacking for kids in between meals or parents on the move. Ready Snax gives everyone the freedom to eat healthier whenever hunger cravings strike!

For more information about Ready Pac’s new fresh snacking offerings, including their convenient line of fresh-cut fruit cups and culinary inspired Bistro® Bowl On-the-Go Salads, visit <http://www.readypac.com/products/>.

###

COMPANY BIO: California-based Ready Pac Foods, Inc. has been a premier producer of convenience fresh foods, including fresh-cut produce, for over 45 years. With processing facilities throughout the United States, Ready Pac manufactures a complete range of value-added products featuring fresh produce and protein. Offerings include fresh-cut salads, fruits, vegetables, snacking, and complete meals that are distributed in supermarkets and restaurant chains across North America. For more information, visit www.readypac.com.

MEDIA INQUIRES: For additional information, please contact Tristan Simpson at tristan.simpson@readypac.com.