



**FOR IMMEDIATE RELEASE**

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\*\*\*Images attached\*\*\*

## **Organic Varieties Added to Popular Ready Pac Bistro® Bowl Salad Line** *“Brown Bag” Lunches Go Organic with Four Chef-Developed Recipes*

**Irwindale, Calif. (September 26, 2012)** – Single serve salads and organics are the hot drivers in the packaged salad category, and now produce innovator Ready Pac Foods, Inc. has introduced four new organic varieties to its popular Ready Pac Bistro® Bowl Salad line. The three new single-serve Ready Pac Bistro® Organic Bowl Salads appeal to the growing number of consumers who seek organic products and culinary adventures, and include three vegetarian items, Orange Ginger Tofu, Zesty Harvest Grains, and Honey Mustard Spinach.

Ready Pac Bistro® Bowl Salad’s original product line includes eleven different tasty recipes that are available across the country, year-round. Both the conventional and new organic items are packaged in a convenient bowl, and include dressing and a fork, providing a simple solution for consumers to take the salad on-the-go.

“We are very excited to add new organic salads to our popular Ready Pac Bistro® Bowl Salad line,” said Tristan Simpson, director of marketing at Ready Pac. “Now shoppers of organic foods have healthy, convenient choices for brown bag lunches and meals on-the-run.”

The three new organic salad bowl recipes were developed by Ready Pac’s in-house chef and culinary development team to meet the taste preferences of organic shoppers, which tend to be more adventurous than the mainstream. Each variety is packed with nutrients and savory, organic ingredients that combine to make a delicious, satisfying salad:

- **Organic Orange Ginger Tofu** is a vegan option with spring mix, pineapple, teriyaki tofu cubes, shredded carrots and shredded cabbage combined with orange ginger dressing
- **Organic Zesty Harvest Grains** combines chopped romaine lettuce, shredded carrots and shredded cabbage with hearty golden quinoa, raisins, sliced almonds, garbanzo beans and zesty orange vinaigrette
- **Organic Honey Mustard Spinach** packs popular baby spinach, dried cranberries, sliced almonds, kidney beans and Monterey Jack cheese with honey mustard dressing

All of the produce and condiments in Ready Pac Bistro® Organic Bowl Salads are certified organic by Quality Assurance International (QAI). For produce items, “certified organic” refers to produce grown

on farms that have been inspected by an independent, third-party certifier who ensures compliance with the strict National Organic Program standards set by the United States Department of Agriculture. QAI conducts the on-site organic certification of Ready Pac's processing facilities, as well as those of its suppliers.

"Organic certification, quality products, and corporate and environmental responsibility are very important to shoppers of organic products," said Simpson. "Both Ready Pac Bistro® Bowl Salads' conventional recipes and our new organic varieties feature recyclable salad bowls, and are backed by Ready Pac's commitment to developing and maintaining sustainable business practices."

Ready Pac Bistro® Organic Bowl Salads are available nationwide in supermarkets within the produce department, and the suggested retail price for all varieties is \$4.99 each.

For complete information on ingredients in each Ready Pac Bistro® Organic Bowl Salad and to view the nutrition label visit <http://www.readypac.com/product-category/bistro/>.

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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, you can find us...

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