



FOR IMMEDIATE RELEASE

Tristan Simpson
Ready Pac Foods, Inc.
Senior Director of Marketing &
Corporate Communications
(626) 678-2055

Tristan.Simpson@readypac.com

****Image Attached****

Ready Pac Launches Contest Urging Consumers to Make Healthy Choices This Fall

Social Media Photo Contest Rewards Fans for Bypassing Heavy Fall Foods in Favor of Healthier Meal Choices

Irwindale, Calif. (September 26, 2013) – Ready Pac Foods is leveraging their tech-savvy consumer base to promote usage of its Bistro[®] Bowl Salad line this fall. A consumer social media promotion launches this week which encourages consumers to sustain their wellbeing initiatives by eating wholesome foods and vegetables provided in Bistro bowls rather than falling subject to traditionally heavy and often indulgent Fall foods.

To commence the official launch of their Instagram presence, Ready Pac is encouraging users to post a photo of themselves with Bistro Bowls using the hashtag *#bistrobowl*, and will be awarding one grand prize winner with a \$500 VISA gift card. Through this photo contest, users will show how they are making healthy choices with Bistro Bowls. This on-the-go meal choice goes hand-in-hand with Fall activities like school lunches, pre and post-game meals or simply eating on-the-go during a busy work week - without compromising their healthy diet.

“It’s so easy to forget about the importance of health during Fall months because we’re usually adjusting to a completely new routine after summer break. So it’s no wonder that this time of year coincides with pitfalls like flu season, weight gain or seasonal affective disorder,” explained Tristan Simpson, Senior Director of Marketing and Corporate Communications at Ready Pac. “When we let our guard down in terms of diet, we open the floodgates to any number of health concerns. That’s why Ready Pac feels it’s so important to remind our consumers of the importance of maintaining their daily intake of vitamins and nutrients during this time, and our Bistro Bowls are the perfect and convenient solution.”

There are three ways for users to submit their photos with Bistro Bowls to enter this Ready Pac contest:

1. Post an Instagram photo tagging Ready Pac @ ReadyPacFoods
2. Tweet a photo that tags Ready Pac’s Twitter Account @ReadyPacTweets and uses hashtag *#bistrobowl*
3. Submit a Facebook photo on the Ready Pac Facebook page with the hashtag *#bistrobowl*

For more information about the promotion visit: <http://www.readypac.com/contest/> or to learn more about Ready Pac’s Bistro[®] Bowls and full product line, visit <http://www.readypac.com>