



FOR IMMEDIATE RELEASE

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

Tristan.Simpson@readypac.com

Ready Pac® Launches “Lunch is On Us!” Contest to Reward Consumers with Salad for a Year

Ready Pac® Social Media Contest Gives Winner Free Supply of Convenient and Innovative Bistro® Bowl Salads

IRWINDALE, Calif. (April 26, 2012) – Continuing its focus on outstanding quality, exceptional taste and innovative solutions designed for busy, on-the-go lives, Ready Pac is giving back and offering *Lunch is On Us! Win Ready Pac Bistro® Bowl Salads for a Year.*

Consumers are invited to visit the Ready Pac [Facebook](#) page to enter their name and email address for a chance to win a year’s supply of Ready Pac Bistro® Bowl salads. During the four week contest, from April 26 – May 24, visitors to the Ready Pac Facebook page also have a chance to enter a *Bowl-a-Day Giveaway* drawing by simply liking the page and filling out a short entry form. The social media campaign is designed to share information about the importance of healthy eating and how Ready Pac’s innovative and convenient products can save time, while offering healthy alternatives for lunch.

The contest will be promoted on the company’s website, Facebook and Twitter ([@ReadyPacTweets](#)). A winner will be chosen at random and given a coupon book good for 104 Ready Pac Bistro® Bowls (two per week). The winner will be notified by email.



“The Ready Pac contest was designed with the busy customer in mind,” said Tristan Simpson, Director of Marketing at Ready Pac. “We want to give back to our fans and single serve Ready Pac Bistro® Bowls are good for those who need to take a lunch to school, the office or are always on-the-go.”

With fewer than 300 calories each, Ready Pac Bistro® Bowls offer a variety of fresh salads throughout the year. Currently available in the Bistro Bowl line are Chicken Caesar, Chef, Cranberry Walnut, Italiano, Santa Fe Style Caesar, Smokehouse BBQ, Spinach Dijon and Turkey & Bacon Cobb. All Bistro Bowls are ready to eat and include both a single serving of dressing and a fork, making it easy for consumers to take the salads on-the-go.

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.

MEDIA INQUIRES: For high resolution digital images or any additional information, please contact Tristan Simpson at Tristan.Simpson@readypac.com.

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