



**IMMEDIATE RELEASE**

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**\*\*Image Attached\*\***

## **READY PAC FRESH FRUIT PARFAITS HIT STORE SHELVES**

*Fresh-Cut Fruit Parfaits Offer Plan-Ahead, Light Meal and Easy Breakfast Solution*

**Irwindale, Calif. – September 13, 2012** – Fresh-cut produce innovator Ready Pac Foods, Inc. announced the availability of its Fresh Fruit Parfaits in local area supermarkets. The new parfaits feature five delicious varieties, all made with 100 percent fresh-cut fruit.

The parfaits are made with creamy, low-fat vanilla yogurt, crunchy sweet granola and 100 percent fresh fruit that does not contain syrups, dyes or added sugar. Each parfait has 320 calories or less. The new product also recently won the “Best New Fruit Product” at the United Fresh Produce Association show in Dallas.

“At Ready Pac, our goal is to provide consumers with convenient, on-the-go meal solutions that exceed their expectations,” said Tristan Simpson, director of marketing at Ready Pac. “Our new Fresh Fruit Parfaits help consumers with plan-ahead, ‘pantry load’ options that are portable, healthy and flavorful.”

Ready Pac has led the charge in healthy, on-the-go breakfast or light meal options. Recognizing that consumers want healthy choices that boost energy, incorporate super foods and highlight freshness, Ready Pac plans to continue introducing meal choices that meet its consumers’ needs.

### **Ready Pac Fresh Fruit Parfait’s five varieties include:**

- Fresh Apple – Fresh diced red & green apples, granola & low fat vanilla yogurt
- Fresh Blueberry – Fresh blueberries, granola & low fat vanilla yogurt
- Fresh Mango – Fresh diced mangoes, granola & low fat vanilla yogurt
- Fresh Grape – Fresh red grapes, granola & low fat vanilla yogurt
- Fresh Apple & Mango – Fresh diced mangoes & apples, granola & low fat vanilla yogurt

The new fresh fruit parfaits are now available in local area supermarkets including Food 4 Less and Gelson’s Markets, with a suggested retail price of \$2.99-\$3.99.

**About Ready Pac**

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](http://www.readypac.com), [Facebook](#) or [Twitter](#).

**MEDIA INQUIRES:** For high resolution digital images or any additional information, please contact Tristan Simpson at [Tristan.Simpson@readypac.com](mailto:Tristan.Simpson@readypac.com).

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