



HODO SOY READY FOR NATIONWIDE EXPANSION
All Retail Products Now Have a 60-Day Shelf Life

OAKLAND, CA (March 5, 2015) – Hodo Soy, the popular maker of delicious, organic tofu and yuba products, is happy to announce a significant expansion of its distribution capability. Extended shelf life now allows Hodo Soy to offer its signature retail product lines well beyond their Northern California home base.

“Our mission has always been to craft the highest quality and best tasting tofu,” said Minh Tsai, founder and CEO of Hodo Soy. “With a lot of research and product development, and without any changes to our recipes and ingredients, we have been able to retain the fresh taste and artisan quality of our tofu and ready-to-eat products while extending its shelf life to 60 days.”

New: Hodo Tofu Veggie Burger

Hodo Soy at Expo West will also debut its newest product, the Hodo Tofu Veggie Burger. Made from organic tofu and a fresh mirepoix of carrots, cabbage, and onions, the burger continues the Hodo Soy tradition of superior taste, nutrition, and convenience. As with all Hodo Soy products, the high-protein Tofu Veggie Burgers are certified organic and have minimal processing and zero additives to preserve flavor, nutrients, and natural texture.

Expo West attendees can meet with Minh Tsai while sampling the Tofu Veggie Burger and other Hodo Soy products including the bestselling Five Spice Tofu Nuggets and Sesame Yuba Noodles at the Expo West **Booth #5159** this week.

Since its inception in 2004, Hodo Soy has popularized tofu beyond traditional tofu-eating cultures and has gained a cult-like following among consumers with its rich, creamy, and full-flavored tofu and crowd pleasing ready-to-eat products. As consumer demand for plant-based, organic, non-GMO and gluten-free foods grows, Hodo Soy is the industry standard premium tofu. Hodo Soy is popular with food service institutions, such as Chipotle Mexican Grill and Bon Appetit Management Co., and retail groceries from Whole Foods Markets to Erewhon and to Costco. With the extended shelf life, Hodo Soy looks to expand beyond the West Coast.

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About Hodo Soy

Hodo Soy Beanery is an artisanal, organic soy company based in the San Francisco Bay Area. At Hodo Soy, our mission is to craft the highest quality tofu and create innovative and delicious tofu-based artisan foods that will forever change the way you know tofu. Our hand-crafted tofu is made from organic, non-GMO, US-grown, whole soybeans. Taste the Difference!

All of Hodo Soy products are CCOF-certified organic, non-GMO, vegan, kosher and gluten-free. Hodo Soy is on the menu of notable restaurants, universities and corporate cafeterias through our Food Service offerings. We are also an ingredient supplier to food makers and national restaurant chains. Hodo Soy is also available in consumer-ready packs for retail channels, and can be found in leading specialty grocers in the Bay Area and along the West Coast.

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Taste Products At Expo West Booth #5159

For more information, please visit <http://www.hodosoy.com>

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