



Annie Chun's Inc
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For Use At Will

About Annie Chun's Inc. – The Company Story

Making Asian Food Easy Since 1992

In 1992, with an initial investment of only \$500, a rich legacy of family recipes, and a lot of hard work, Annie Chun introduced her first line of products at the Marin County Farmer's Market in Northern California. Annie's first products were her flavorful, versatile Pan-Asian sauces – she served samples of them with freshly cooked Asian-style noodles and delicious market vegetables. Once they tasted them, her customers were hooked. Today, Annie Chun's Inc. is a multi-million dollar company, with distribution throughout the US, Canada, and England.

Annie Chun has always been, and remains dedicated to, making her products from the highest quality, all natural ingredients. Some of her products are ideal for those on special diets – many of her products are fat free, wheat free, gluten free, lower sodium, and all are 100% natural and preservative free.

In the early years of the company, Annie was further encouraged by the response of her peers in the food profession, when at the 1995 Fancy Food Show in New York City, she was awarded the NASFT's "Outstanding Healthy or Nutritious Product Award" for her Shiitake Mushroom Sauce.

Annie Chun has always had the enthusiastic support of her entire family and collaborates with her mother, a former restaurant chef, and her sister on new flavors, new products and new concepts. "We taste and compare, share ideas and ingredient combinations. Together we know when the flavor is just right. My family is filled with culinary talent and when we work together, wonderful products are the result," says Annie Chun.

With the growing success of her sauces, and strong retail distribution, Annie knew that the next step in growing her company was the introduction of Annie Chun's All Natural Asian noodles. In 1996 she launched her own line of Asian style noodles including Japanese Soba, Chow Mein, wheat-free Pad Thai and Rice Noodles. These versatile noodles are used in many Asian cuisines – Vietnamese, Cambodian, Korean, Chinese, and Japanese - for main dishes, side dishes, soups, and unique salads. Annie recognized a niche for these healthful, interesting noodles and knew her customers could combine them with her sauces and other fresh ingredients for a whole meal experience.

"Americans love Asian-style foods and flavors - just look at the wonderful restaurants where we enjoy dining - yet most find cooking Asian foods mysterious!" said Annie Chun. "I've taken the bold, bright flavors, the exotic ingredients, and the comforting delicious combinations I grew up with and made them easy to enjoy at home, prepared in your own kitchen."

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In 2000, Annie Chun took this concept one step further with the introduction of Annie Chun's All Natural Meal Kits (now known as Noodles & Sauce). "With busy families in mind, just like mine, I carefully combined some of my favorite sauces and noodles into a three-step, 10-minute, quick and easy meal kit." Annie always encourages her customers to add their favorite fresh vegetables, chicken, fish, meat or tofu.

In 2002, Annie Chun introduced two new flavors to the successful line of meal kits. One of the original kits, "Chow Mein Noodles with Garlic Scallion Sauce," took top honors at the 30th Annual NASFT Product Awards Competition of the Summer Fancy Food Show, as "Outstanding Pasta, Rice, Bean or Soup". This marks the first time Asian-style pasta has won in a category long dominated by Italian style products.

Annie continues to develop new flavors of her top selling Noodles & Sauce line, including four new Organic varieties, which include Organic Teriyaki, Organic Chow Mein, Organic Soy Ginger, Organic Peanut Sesame, Black Bean (made 94% organic ingredients) and Pad Thai (not Organic).

At the end of 2003, Annie launched her award-winning FreshPak™ Noodle Soup Bowls, a new line of hearty, soft noodle meals in a convenient bowl. Now offered in six delicious soup varieties and four noodle bowl varieties and packaged in an innovative biodegradable bowl, these quick meals are ready to eat in about one minute.

In 2005, following on the heels of these popular and innovative Noodle Bowls, Annie created Noodle Express. These quick, healthy, vegetarian meals feature soft, delicate, ready-to-eat ramen noodles paired with Asian sauces and packaged in biodegradable trays.

Strengthening Annie Chun's commitment to creating all natural, great tasting products that promote good health, the company forged a strategic partnership with CJ Corp., Korea's largest food producer, in 2005. This partnership will fuel Annie Chun's explosive growth and enhance the development of innovative new products, facilitate expansion and further the company's goal of introducing new and exciting Asian foods to the American consumer.

In the spirit of innovation, Annie Chun's continues to delight customers with their newest offerings: Sushi Wraps, featuring a shelf stable, microwavable bowl of rice and seaweed sushi wrapper; and Organic Noodles & Sauce, an organic version of their popular meal kits. Unique packaging allows each bowl to be individually steamed for superior taste, texture and finish – with no added oil or salt.

Annie Chun's All Natural Sauces, Noodles, Noodles & Sauce (4 organic varieties), Noodle Bowls, Soup Bowls, Noodle Express, Sushi Wraps and Rice Express are available nationwide in gourmet, natural and mass market grocers such as Whole Foods, Safeway, Mollie Stone's, Fairway Market, Giant Foods, King Sooper, Fred Meyer, Kroger, Jewel, Meijer, Publix, SuperTarget, and many others coast to coast.

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