



Annie Chun's Inc
All Natural Asian Foods
4340 Redwood Highway
Suite B60
San Rafael, CA 94903

t 415.479.8272
f 415.479.8274
www.anniechun.com

FOR IMMEDIATE RELEASE
April 2008

Contact: Debby Fortune
Fortune Public Relations
510.548.1097, fortunepr@aol.com

Annie Chun's Nominated for Two Prestigious Fancy Food Show Awards

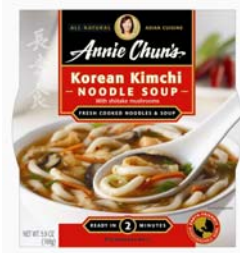
NASFT Identifies Annie Chun's Bowls and Organic Noodles & Sauce as "Outstanding"

San Rafael, California – Annie Chun's, Inc., the Northern California-based leading producer of all-natural, quick and easy Asian foods, has been nominated by the **National Association for the Specialty Food Trade (NASFT)** for *Most Outstanding Product Line* and *Most Outstanding Organic Product*. Annie Chun's was one of 19 finalists chosen from more than 3,000 entries. The winners will be announced at the **2008 New York Fancy Food Show** on June 29, 2008, where nearly 1,000 retailers and foodservice professionals will analyze, taste and vote for one winner in each category. The show attracts over 20,000 buyers and attendees.

The **National Association for the Specialty Food Trade** is a not-for-profit business trade association established in 1952 to foster trade, commerce and interest in the specialty food industry. It is the preeminent trade association of the specialty food industry and is composed of domestic and foreign manufacturers, importers, distributors, brokers, retailers, restaurateurs and caterers. Three times a year, the NASFT hosts the Fancy Food Show, the premier international food trade event in the U.S.

Annie Chun's Soup Bowls and Noodle Bowls

Finalist: *Most Outstanding Product Line*



Annie Chun's innovative line of Soup & Noodle bowls feature hearty, freshly made, ready-to-eat soft noodles paired with delicious Asian-inspired sauces, as well as airtight pouches of freeze-dried vegetables. Annie Chun's is the first company to use an earth-friendly packaging in a retail product. The bowl is made primarily from cornstarch, and both the bowl and lid will naturally biodegrade over time. As with all of Annie Chun's products, the bowls are 100% natural, with no MSG and free of preservatives. The wide variety of flavors is a gastronomic trip through every region of Asia.

Annie Chun's Organic Soy Ginger Soba Noodles & Sauce

Finalist: *Most Outstanding Organic Product*



Breaking new ground as the first Asian Meal solution to go organic, Annie Chun's has recreated a customer favorite into an organic version. **Noodles & Sauce** (formerly Meal Kits) is a versatile, multiple-use meal solution. Customers can use any of the organic flavors to make a delicious light meal, an easy side dish, stir fry, or noodle salad in minutes. Annie Chun's Organic Noodles & Sauce, with an SRP of \$3.49 - \$3.99, is available in *Organic Teriyaki* (8.6 oz.), *Organic Chow Mein* (8.4 oz.), *Organic Soy Ginger* (8.6 oz.), *Organic Peanut Sesame* (8.6 oz.), and *Black Bean* (94% Organic, 8.2 oz.). Annie Chun's also makes *Pad Thai Noodles & Sauce*, which is not yet organic.

More...

Page 2: “Outstanding” Annie Chun’s products

Annie Chun’s **Sprouted Brown Rice Sushi Wraps** was a finalist for **Outstanding New Product for the Summer Fancy Food 2006**.

About Annie Chun’s

Annie Chun first began selling her sauces in 1992 at the Marin County Farmers’ Market where she served samples with fresh cooked noodles and vegetables. Today, Annie Chun’s Inc. is a multi-million dollar company, with distribution throughout the US, Canada, and England.

In 2005, Annie Chun’s forged a strategic partnership with CJ Corp., Korea’s largest food producer, strengthening the company’s commitment to creating all natural, great tasting products that promote good health and further the company’s goal of introducing new and exciting Asian foods to the American consumer.

Annie Chun’s All Natural Sauces, Noodles, Noodles & Sauce, 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 Soopers, Fred Meyer, Kroger, Jewel, Meijer, Publix, SuperTarget, and many others coast to coast.

#

4/08

High-resolution product jpegs available upon request.
Please email Debby Fortune at fortunepr@aol.com