



**“Brrrr..”, enriched Natur-a chilled soy beverages
available throughout Quebec
*Sales of Natur-a soy beverages up 102%
82% of Quebecers and Canadians have yet to discover them***

Saint-Hyacinthe, Québec, September 7, 2005 – Nutrisoya Foods’ new chilled and healthy Natur-a soy beverages are now available in the dairy case of Quebec supermarkets.

According to AC Nielsen Market Track, with sales growth of 102% in 2004, **Natur-a** soy beverages are attracting more new health-conscious consumers than any other brand.... This is great news for the 82 percent of Quebecers who have yet to discover soy beverages and should enable them to make the transition from milk to soy beverages easier than ever.... Consumers can now find enriched **Natur-a** beverages in their grocer’s dairy case in four flavours (unsweetened, original, vanilla, and chocolate) in the 1.89-litre family format.

“We are very proud to be offering the most deliciously nutritious soy beverages in grocery dairy cases.... **Natur-a** is the only soy beverage made mainly with Quebec products and is priced competitively with cow’s milk,” declared Nick Feldman, President and CEO of Nutrisoya Foods. “Thanks to the quality of our ingredients and our unique recipe, enriched **Natur-a** soy beverages are superior in both nutritional value and taste to other comparable products. By offering **Natur-a** beverages in the dairy case, we are providing Quebec consumers with a convenient, healthy nutritional option for refreshment and cooking....”

Natur-a soy beverages are produced in Saint-Hyacinthe using locally grown, entirely organic, non-genetically-modified soybeans. Unlike all other brands, Nutrisoya Foods’ exclusive process includes the soaking of the whole soybeans for eight hours before they are cooked, which naturally improves nutritional value and flavour and facilitates digestion. They are not made from concentrate, are rich in soy protein and calcium and include 50 mg of isoflavones per portion, as well as 16 other essential vitamins, minerals, and nutrients. They represent a natural source of Omega 3 and folic acid and are free of lactose, cholesterol, gluten, and GMOs.

Nutrisoya Foods has become Canada’s leading organic soy beverage producer thanks to quality products that appeal both to children and adults and provide exceptional nutrition, taste and value. With a suggested retail price of \$3.79 for the 1.89-litre container, more Quebecers than ever can include delicious chilled organic **Natur-a** beverages on their shopping list.

Refrigerated **Natur-a** products can be found in the principle grocery chains (Metro, IGA, Sobeys) and in health-food stores everywhere....

About Nutrisoya Foods Inc.

Founded in 1988, Nutrisoya produces and distributes entirely natural, certified organic and non-genetically modified vegetarian, vegan, and kosher products. Nutrisoya Foods has become the number one producer of organic soy beverages in Canada thanks to its exclusive process and the quality of its products. **Natur-a** products are distributed in

supermarkets and health-food stores in Canada, the United States, and the Caribbean. The Saint-Hyacinthe production facility is fully automated and meets the strictest industry standards in hygiene, environmental protection, and waste recycling. Nutrisoya's mission is to develop and produce tasty high-quality food products that enhance the life style of people of all ages.

For more information, visit the new trilingual site www.nutrisoya.com.... Or to obtain pictures of the products, see www.nutrisoya.com/media.

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Note to news editor: "Natur-a is the trade mark and is written with a lower-case 'n' in most corporate communications material. However, to meet Canadian Press standards, it is written with a capital N in this press release.

Source: Nutrisoya Foods

For information, interviews, or product samples:

Montreal:

Catherine Levert-Bastien
Tel.: (514) 840-1235 ext. 6632
Cell.: (514) 791-0723
E-mail: catherine.levert@acj.mht.qc.ca

Daniel Granger
Telephone: (514) 840-7990
E-mail: daniel.granger@acj.mht.qc.ca
ACJ Communication