

Source	NUTRISOYA FOODS INC.
Subject	Natur-a Packaging Re-design
Attention	Reporters, columnists, assignment editors, news editors –health, food, business, marketing – Canada

Re-packaging of natur-a Soymilk Makes it Jump Off the Shelf

Saint-Hyacinthe, Quebec, November 12, 2004 – Nutrisoya Foods Inc., Canada’s largest organic soymilk producer, has launched in-store re-designed packaging for its full **Natur-a** line of organic soymilk and ricemilk.

The re-design includes 946 ml packaging for the **Natur-a** line of five organic soymilk flavours (original, vanilla, strawberry, unsweetened, chocolate), two “light” organic soymilks (original and vanilla), and two organic ricemilk flavours (original and vanilla). Three **Natur-a** soymilk flavours (chocolate, strawberry and vanilla) are also available in the 200 ml format in single and tri-packs. All these products are in long-life aseptic Tetra-Pak packaging with a 12-month shelf life. The “light” products packaging is slimmed-down to enable easy distinction on shelf.

“The contemporary packaging design sets **Natur-a** products apart from the competition,” says Larry Karass, Vice President, Sales and Marketing, Nutrisoya Foods Inc. “We wanted our packaging to jump off the shelf,” he adds, “with distinct flavour graphics, well-positioned organic certification logos, and a complete list of features and benefits for consumers who are not only thirsty for our delicious products but also for information detailing how **Natur-a** meets their needs for quality healthy food. We have even invested in Spanish/English packaging for the growing Hispanic market in the US, Caribbean and Americas.”

“The three 200 ml packages also offer a super combination of ice pack and nutritious lunch drink for kids and adults on the go,” adds Karass. “Simply freeze the packs, place one in a lunch bag or back-pack and it will be cold but thawed out by lunch time while helping to keep the rest of the meal fresh at the same time!”

Natur-a soymilk is a high quality, not from concentrate product prepared at the Nutrisoya plant in Saint-Hyacinthe, Quebec, using non-genetically modified, whole organic soybeans grown in the region. **Natur-a** soymilk is rich in soy protein and calcium and contains 50 mg of soy isoflavones per serving as well as several essential vitamins. It contains no isolates or concentrate powders. **Natur-a** ricemilk is a refreshing, high energy cholesterol free beverage made (and sweetened) only with organic brown rice. **Natur-a** beverages are nutritious, certified organic, lactose free, cholesterol free and contain no gluten, no dangerous trans fats, no GMOs, and no nuts.

About Nutrisoya Foods Inc.

Founded in 1988, Nutrisoya produces and distributes fully natural, certified organic, and non-genetically modified kosher vegetarian and vegan products. **Natur-a** beverages are distributed in supermarkets and independent natural food grocery stores in Canada, the United States and the Caribbean including A&P, Brunet, Capers, Costco, Dominion, IGA, Jean Coutu, Loblaws, Loeb, Maxi & Co., Metro, Price Chopper, Provigo, Safeway, Sam's, Sobeys, Whole Foods and Wal-Mart. The Saint-Hyacinthe production facility is fully automated and meets the strictest industry standards in hygiene, environmental protection, and waste recycling. Nutrisoya's commitment for life is to develop and produce tasty, high-quality food products making for a healthier life-style. The company has the largest market share for soymilk shelf-stable products in Canada. The North American soymilk industry was worth \$594 million in 2002 and is projected to grow to \$1 billion by 2005 (Mintel Consumer Intelligence).

For more information, visit the company's new trilingual web site at www.nutrisoya.com

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Editor's Note: "Natur-a" is a trademark and appears in most company communications with a small "n" but is capitalized in this release to adhere to Canadian Press Style Recommendations.

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