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FOR IMMEDIATE RELEASE

MANN PACKING DELIVERS ON TRENDING SUPERFOODS WITH NEW KALE BEET BLEND™

The company adds fourth product to its award-winning line of veggie slaw blends

SALINAS, CA – February 14, 2017 – Seeking to satisfy consumers' increasing appetite for healthy food options, **Mann Packing** announced today the debut of its new **Kale Beet Blend**.

Mann's new Kale Beet Blend offers a colorful twist on two of the line's top sellers: Power Blend and Broccoli Cole Slaw. An eye-popping combination of kale, golden beets, kohlrabi and red cabbage, the product stands out on the shelf and offers exceptional versatility. It can be served on its own or incorporated into dishes like salads, smoothies or other meals.



The new blend is made from 100 percent fresh vegetables; it is gluten free, non-GMO, all natural, and comes with a suggested retail price of \$3.99. The product will be rolling out February 21, 2017 in the produce section of grocery stores in the U.S. and Canada.

“We're thrilled to kick off 2017 with something that can help people stick to their New Year's resolutions to eat healthfully,” said Gina Nucci, director of corporate marketing at Mann's. “Our veggie slaw blends offer an assortment of uses, which we call out on our packaging,” added Nucci. “Consumers will love the versatility of this product.”

The complete line of Mann's veggie slaw blends can be prepared tossed, blended or roasted. The line consists of Kale Beet Blend, Broccoli Cole Slaw, Power Blend, and Rainbow Salad – creating its own category in the value added vegetable section in produce.

Mann's is planning a variety of promotions for the new product including a video for its Eating Green campaign and a new **Girlfriends Guide for Moms**. The company is set to officially unveil Kale Beet Blend in booth #314 at SEPC's **Southern Exposure** show March 9-11 in Orlando, FL.

For more information on Mann's Kale Beet Blend and to see the company's full line of products, visit veggiesmadeeasy.com.

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About Mann Packing Company

Founded in 1939, Mann Packing is an industry leading, third-generation supplier of premium fresh vegetables. Headquartered in Salinas, California, Mann's is one of the largest suppliers of western vegetables, Broccolini® and sugar snap peas in North America. The firm holds the distinguished Women's Owned Business Certification from the Women's Business Enterprise National Council - the most widely recognized and respected certification in the United States for women's business enterprises. Leading the way in product innovation, environmental sustainability and green supply chain management practices, Mann Packing is consistently vigilant in food safety, employee wellness and quality assurance, making for one of the most trusted brands in the industry.