



MEDIA CONTACT

Jacob S. Shafer | Mann Packing Co., Inc.
831-796-2663 | Jacob.Shafer@MannPacking.com

FOR IMMEDIATE RELEASE

MANN PACKING'S AWARD-WINNING NOURISH BOWLS™ TO LAUNCH IN CANADA

Salinas, Calif. – November 30, 2016 – [Mann Packing](#) today announced that its [Nourish Bowls](#) line of single-serve, warm meals will soon be available in Canadian markets.

Mann's is ready to expand Nourish Bowls distribution to Canada after successfully introducing them to the U.S. market earlier this year. Available to Canadian retailers in December, the award-winning line includes the new Cauli-Rice Curry bowl as well as Smokehouse Delight, Sesame Sriracha, Southwest Chipotle and Butternut Kale Risotto.

"Our weekly shipment average of Nourish Bowls has gone up four times since our U.S. launch in April and even increased in the summer months, which is a great sign for colder weather," said Gina Nucci, director of corporate marketing at Mann's. "We've made sure to have a variety of on-trend flavor profiles that target consumers from moms to Millennials and are confident that Nourish Bowls will sell just as well in Canada," Nucci added.

Nielsen data shows there are great opportunities for growth in health and wellness. Vegetables are top-of-mind for Canadians as 47% of households are consciously trying to increase vegetable consumption according to a Nielsen PanelViews survey*.



Mann's has a wide range of marketing materials available to retailers, including recipe ideas in its new Girlfriends Guide: [Beyond the Bowl](#). The guide features creative ways for consumers to serve Nourish Bowls. Further product support comes via how-to videos on the company's YouTube [page](#) and a dedicated consumer [website](#) for the U.S. and Canada.



Mann's Nourish Bowls were honored with the 2016 PMA Impact Award in October for Excellence in Packaging.

More information can be found at nourishbowls.com.

** Nielsen PanelViews Health & Wellness Survey, 2015-Q19*

###

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.