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FOR IMMEDIATE RELEASE

MANN PACKING LAUNCHES ALL-NEW SPICY THAI NOURISH BOWLS™

Latest addition shipping mid-October to U.S. and Canadian customers

Salinas, Calif. – October 3, 2017 – Today Mann Packing announced the launch of a new flavor profile in its award-winning Nourish Bowls line: Spicy Thai with fresh kohlrabi noodles. The new bowl joins Monterey Risotto, Sesame Sriracha, Southwest Chipotle, Bacon Maple Brussels and Cauli Rice Curry in the innovative line of single-serve, warm meals.

As the only warm, veggie-based meal kits in market, Spicy Thai expands the Nourish Bowls line with another on trend flavor profile – with fragrant hints of lemongrass and coconut. The new bowl is complete with nutrient-rich kohlrabi noodles, fresh kale and carrots, a spicy Thai sauce and toasted, sweetened coconut flakes for topping.

Nourish Bowls appeal to a wide demographic, from moms to millennials, and have gained over 32,000 points of distribution across North America since launching last year.

Nourish Bowls have created a new segment within Specialty Veg (Vegetable Bowls) and have brought in new sales dollars with 27 percent of total sales in the category, which resulted in 42 percent of total dollar growth to the category*.



Gina Nucci, Mann's director of corporate marketing, commented, "We filled a demand in the market when we created Nourish Bowls – which have become increasingly popular for their convenience and health benefits – so, naturally, we are thrilled to launch our Spicy Thai flavor featuring kohlrabi noodles." Nucci continued, "Thai food is popular, yet can be intimidating to prepare at home. The color and texture of kohlrabi really mimics that of a noodle. The eating experience is flavorful and genuine."

Coconut-containing product launches increased an average of 21 percent a year between 2011 and 2016 according to Innova**. Nucci continues, “The sweetness of the coconut offsets the heat of the Thai sauce for a flavorful, yet healthy eating experience. We’re committed to expanding the Nourish Bowl line-up with more unique, convenient and healthy solutions.”

For more information on Nourish Bowls, visit nourishbowls.com and for information on Mann’s, including where to find its products, visit veggiesmadeeasy.com.

*Nielsen Data – Total US – 52wk ending 4-29-17
** Chaker, Anne Marie. *There is Coconut Everywhere*
The Wall Street Journal. 27 March 2017

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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.