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FOR IMMEDIATE RELEASE

MANN PACKING ADDS TO NOURISH BOWLS LINE New Cauli-Rice Curry bowl is on trend, low carb and low calorie

Salinas, Calif. – Sept. 29, 2016 – [Mann Packing](http://MannPacking.com) announced the newest addition to its recently launched Mann's Nourish Bowls™ line of single-serve, warm meals. The Cauli-Rice Curry bowl offers a flavorful mix of finely chopped cauliflower, chickpeas, and savory vindaloo-style curry sauce.

The success of the original four [Nourish Bowls](#) prompted Mann's to expand the award-winning line. The new Cauli-Rice Curry bowl joins Smokehouse Brussels, Sesame Sriracha, Southwest Chipotle and Monterey Risotto.

Mann's Nourish Bowls are capitalizing on the popularity of bowl-based meals with diverse and ethnic flavor profiles found in foodservice. The complete meal kits are bringing to the fresh cut-veg category what single-serve salad bowls have done for the packaged salad segment. The bowls appeal to a broad demographic from moms to Millennials and are quick to prepare and low in calories. Since launching this past April, Nourish Bowls have gained over 12,000 points of distribution, delivering strong margins and good velocity to retailers.

Indian cuisine is the fastest growing ethnic food segment in the U.S. and the increasing popularity is due in part to the unique, hard-to-replicate flavors. The Cauli-Rice Curry bowl fits this demand by featuring herbs and spices that are typically found only in Indian dishes.

Mann's Director of Corporate Marketing, Gina Nucci, comments, "Extensive research along with feedback from our consumers inspired us to extend the line with this delicious new bowl." Nucci continued, "Vindaloo-style dishes are some of the most popular on Indian food menus. We wanted to bring that hard-to-replicate-at-home flavor to consumers." She added, "The sales performance of the first four bowls was so strong during the summer months; we're expecting great things for the line heading into fall and winter."

Mann's Nourish Bowls have been selected as a PMA Impact Award finalist and will be on display at PMA Fresh Summit in booth #1029. More information can be found at nourishbowls.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.