



A Del Monte Fresh Company

MEDIA CONTACT

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

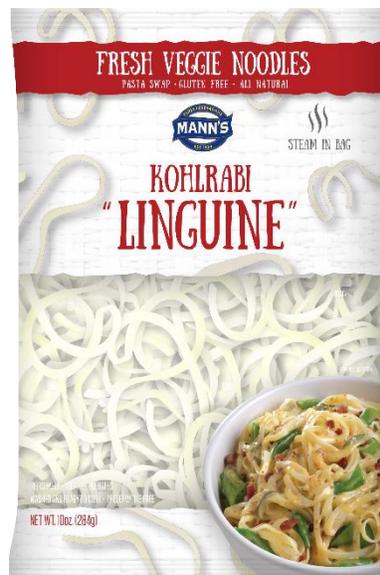
FOR IMMEDIATE RELEASE

MANN PACKING ROLLS OUT FRESH VEGGIE NOODLES AND VEGGIE RICE PRODUCTS

New line will be at CPMA's Booth #1219 April 24-26 in Vancouver

SALINAS, Calif. – April 12, 2018 – Mann Packing Company today announced the launch of its first complete line of fresh **Veggie Noodles** and **Veggie Rice**.

Following the successful launch of its **Spicy Thai Nourish Bowls** featuring fresh kohlrabi noodles last year, the company is now offering a full line of standalone veggie noodle products including Butternut Squash “Rotini”, Kohlrabi “Linguine”, and Sweet Potato “Fettuccine”.



Mann's veggie noodles feature unique, chef-inspired cuts that work perfectly as a pasta-swap. The development of the new line speaks to increased consumer demand for vegetables that can easily be used in place of a traditional

carb. Shoppers spent more than \$30M on veggie noodle products in 2017, showing 409% growth compared to the previous year*.

Mann's new Fresh Veggie Rice products are made from a variety of colorful vegetables and are a convenient alternative to traditional rice, with fewer calories and carbs per serving. The new blends include Cauliflower "Rice", Broccoli & Sweet Potato "Rice" Blend and Cauliflower "Fried Rice" Blend that includes carrots, kohlrabi and sugar snap peas.



Consumers are continuing to look for ways to incorporate more vegetables in their diets, and in 2017, sales of veggie "rice" items grew 514% compared to 2016*.

"The veggie noodles and rice categories are booming and we saw an opportunity to get in on the growth with these new product lines," said Rick Russo, Vice President of Sales, Marketing, & Product Management at Mann's. "These versatile products can be used in everything from pad Thai to risotto. As consumers become increasingly aware of the importance of eating fresh produce, we expect to see more products like this taking the place of traditional carbs."

The new products will be on display at booth #1219 at the [CPMA Annual Convention](#), April 24-26 in Vancouver.

For more information on Mann's, including where to find its products, visit veggiesmadeeasy.com. To see recipes, images and more, visit the company's social media channels including [Twitter](#), [Facebook](#), and [Instagram](#).

*Nielsen Total US 52W ending 9.30.17

###

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. In 2018, Mann's was acquired by Del Monte Fresh Produce. Today, operating as the Del Monte Fresh Produce vegetable division, Mann's continues to lead the way in product innovation, environmental sustainability and green supply chain management practices. Mann's is consistently vigilant in food safety, employee wellness and quality assurance, making for one of the most trusted brands in the industry.