

National Nutrition Month Recommendations for March Madness, St. Patty's Day and General Smart Snacking

--All-natural, Wholly Guacamole, Salsa and portion-controlled Snack Packs offer healthy food options--

Fort Worth, Texas (March 17, 2010) March, known for Leprechauns and Basketball is also host to National Nutrition Month. The timing makes sense as nearly 46 percent of Americans have already broken resolutions made in the New Year towards healthier eating. Eating the right foods is a daily challenge according to Fresherized Foods, the global leader in avocado processing and maker of Wholly Guacamole. (eatwholly.com) At a party, at home, or on-the-go, making smarter food choices starts with eating more fruits and vegetables.

First Lady Michelle Obama's focus on healthy eating and recent surveys revealing low percentages of adults (15.6) and adolescents (10.9) who consume the daily recommended servings of vegetables (three) and fruits (two)* reinforce a growing need for nutrition awareness. But adding a flavorful serving of fruits and vegetables can be as simple as adding a topping of all-natural guacamole or salsa to a meal suggests maker Wholly Guacamole.

Easy shortcuts via Wholly for better eating and all-natural goodness:

- 1) ADD Green.** Lucky You! The ripe avocados found in all-natural guacamole are a super fruit, sporting "good fats" and loaded in nutrition with 20 vitamins and minerals. Add fruit via Wholly Guacamole. It's nutritious AND serves up green for St. Patty's Day Snacking.
- 2) March Madness?** Make things easier. The Big Dance is about watching and visiting-- NOT preparing food. Serve a better dip to your fans. A true time-saver, fresh, and loaded with ripe fruits and vegetables, Wholly Guacamole and Salsa serve up quickly. Wholly Snack Packs in guacamole and salsa flavors offer a perfect portion for grab-and-go or individual snacking.
- 3) Nutrition Month, ALL year.** Resolve AGAIN for eating better--focus on fruits and vegetables. Always ripe and ready, adding a serving of Wholly Salsa or Guacamole to a meal each day equals more fruit and vegetables in your diet. Use Wholly, as a dip AND a flavor topper to grilled meats or a substitute for fatty salad dressings and mayonnaise. Calories count, so all-natural, nutrient-rich foods packed with vitamins, minerals are better choices.

From preparation to counting calories, Wholly makes eating better easier. Find Wholly in the refrigerated produce section and great coupons on www.eatwholly.com. (*2007 survey by Centers for Disease Control and Prevention Magazine)