



## Produce Innovation, Fresherized™ Foods Presents -NEW- Wholly Salsa Snack Packs

--Award-winning Wholly Salsa now offered in both single-serving and party size packs--

FORT WORTH, TX (April 2010) – Fresherized Foods,™ global Leader in food processing technology and maker of top-ranked Wholly Guacamole, extends the consumer experience of the award-winning Wholly Salsa with WHOLLY SALSA Snack Packs. The all-natural, preservative-free Wholly Salsa now also comes in a convenient, ready-to-eat, under 50-calorie serving cup. Responding to healthy trends for home-packed lunches and on-the go snacking, Wholly Salsa Snack Packs deliver a portable, low-calorie, trusted food-safe product. Wholly Salsa Snack Packs are an exciting extension to the WHOLLY family of products including: salsas, guacamole, guacamole snack packs and avocado products.

Available in both a “Classic” variety—mild, medium and hot—and a sweeter “Garden Fresca” version, all-natural WHOLLY SALSA SNACK PACKS come packaged in 3.6 ounce individual portion-control cups, four per sleeve. The salsa cups stay fresh for up to 45 days and come with a peel-back film for easy consumer opening. Found in the fresh produce or deli sections of major grocery stores along with other Wholly products, Wholly Salsa Snack Packs estimated retail price is \$2.99 - \$3.49 and are available to grocery stores nationwide. [www.fresherizedfoods.com](http://www.fresherizedfoods.com)



Wholly Salsa has received accolades from Fitness Magazine for Annual Healthy Food Awards July/August 2009; Health Magazine, Healthiest Food/June 2009 and more.

Sales for foods with a Hispanic flare are expected to reach \$8.4 billion dollars in 2011, up 46 percent from 2006. These unsurpassed sales are seeing salsa and hot sauce now taking over ketchup as the top-selling condiment in America. With the 100 calorie and grab-and go snack segment growing 17 percent annually to an estimated \$7.2 billion dollars in 2008, healthy options and nutritious foods are the consumer’s focus towards a healthy lifestyle.

“Listening to our consumers has helped us respond with innovative, award-winning products such as portion control for our top-selling guacamole and, now, our salsa in a size they can serve at their parties and take to lunch,” stated Tracey Altman, vice president of marketing, Fresherized Foods. “Our Fresherized process delivers a made-from-scratch taste without time spent in the kitchen.”

Processed using Fresherization --our word for Ultra-High Pressure Processing (HPP)-- Wholly Salsa was created in response to consumer requests for fresh, healthy and safe tomato-based dips. HPP eliminates most food pathogens found in raw produce—including fresh tomatoes— so the salsa retains its natural nutrients and great authentic, fresh taste WITHOUT chemicals, preservatives or acids to extend shelf life.

“Salmonella contamination concern is eliminated with HPP,” states Marcia Walker, VP food safety Fresherized Foods™. “And, because the organisms causing foods to spoil have been reduced or eliminated, HPP foods stay fresher longer.”

**Fresherized Foods**, a manufacturer and global leader in food safety, quality and innovation, uses Ultra High Pressure Preservation (HPP)— or Fresherization™—to create their line of fresh dip products while ensuring the highest level of food safety. [www.fresherizedfoods.com](http://www.fresherizedfoods.com)

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