



Celebrate Summer with Wholly Guacamole Quick & Nutritious Entertaining Tips

Fort Worth, TX (July 8, 2010) - The season's here...summertime celebrations and back-yard entertaining. Unfortunately with quick and easy-to-serve meals a priority, making smart food choices is often a challenge. For healthier summer eating, look for fresh products found in your grocery's produce section. Try adding some cut vegetables and low-fat, healthy dips like salsa and guacamole to the table suggests makers of top-ranked Wholly Guacamole. (www.eatwholly.com) Always ready for quick entertaining, all-natural, pre-made dips like Wholly Guacamole and Wholly Salsa, make the perfect addition because they're made like you would—with hand-scooped avocados and vine-ripe tomatoes. For more entertaining ideas and an instant coupon, visit the Wholly Summer Survival Entertaining Guide (www.eatwholly.com/summer).

101 Summer Food Safety & Freshness. Many convenience foods add preservatives to extend shelf-life that, in-turn, reduce nutritional values. But fresh, refrigerated foods using High Pressure Processing (HPP)—like Wholly Guacamole and Wholly Salsa—retain the natural nutrients, taste, texture and color of the food without preservatives. The products are “cold pasteurized” via HPP so they stay all-natural and fresher longer (up to 45 days), and HPP eliminates bacteria—including Salmonella.

Go Skinny Dippin'. Made from the super fruit, avocados, one tablespoon of all-natural guacamole has 1/2 the calories of spinach dip and 75% less fat than most ranch dips. FYI- Wholly Guacamole Pico De Gallo Style is proud to announce a “*Fitness Magazine*” Healthy Foods “*Best in Fridge Award*,” July/August 2010. Not a guac fan?, All-natural, Wholly Salsa sports just 10 calories per two tablespoons, making it a low-fat, low-calorie, yet high flavor dip or complement to chicken or fish.

Celebrate with Food. There's always a reason to bring Wholly products to the table.

July is *National Grilling Month*. Salsa, Queso and Guac all make **WOW toppers for grilled meats**.

August is *National Sandwich Month*. Guacamole makes a zesty low-calorie replacement for mayo.

- July 20: National Hot Dog Day – go GUAC DOGS!
- July 21: National Junk Food Day – chips and queso rule!
- July 24: National Tequila Day - perfect with Mexican flavored dips!
- August 19: Potato Day – salsa is great on baked spuds.
- August 19: Hot & Spicy Food Day – break out the Wholly Guacamole- Spicy and Hot Salsa!

ABOUT: Wholly is a brand of Texas-based Fresherized Foods, a global leader in food safety, quality and flavor innovation.

Media information: Sylvia@BowWowConsulting.com