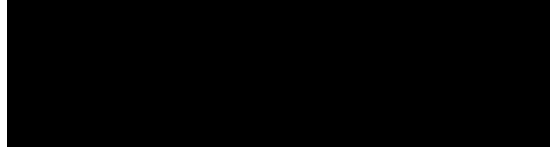


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Wholly Guacamole Quick & Nutritious Entertaining Tips Offer “Skinny” Dippin’, Zesty Grillin’ and Summertime Freedom for All

Fort Worth, TX (April 2010) - The season’s almost here...bathing suits and BBQ’s. According to the National BBQ Association, 31 percent of American grill owners barbecue more now than a year ago because they are trying to eat healthier. Unfortunately with quick meals a priority, making smart food choices is often a challenge. For healthier summer eating that will leave your guests wanting more, add some guacamole to the table suggests makers of top-ranked Wholly Guacamole (www.eatwholly.com). All-natural guacamole is the perfect food in the summer both as a super quick and nutritious dip with chips and veggies and a WOW topper for anything grilled.

#1- It’s Always Fresh, Ripe & Ready. Pre-made, all-natural guacamole from your grocery’s refrigerated produce or specialty deli section is made like you would, if you had the supplies and time—with 95 percent yummy, ripe avocados and no preservatives. Serve it straight from the pouch, or fool your friends by enhancing the classic flavor with your own chopped spices. Keep it in your fridge for 42 days—and more in the freezer for last-minute gatherings.

#2 – Go Skinny Dippin’. Made from fruit and good for you, one tablespoon of all-natural guacamole has 1/2 the calories of spinach dip and 75% less fat than most ranch dips. Try guac as a zesty low-calorie spread on your favorite sandwich or a cool, healthy snack. Three tablespoons with a hand full of baby carrots has just 94 calories--less than a cup of low-fat milk! Wholly Guacamole 100 Calorie Snack Packs are the perfect way to help manage portion sizes.

#3 – Choose Preservative Free. Many convenience foods add preservatives to extend shelf-life. Look for fresh, refrigerated products using High pressure processing (HPP). HPP foods, like Wholly Guacamole, retain their natural nutrients, taste, texture and color without any preservatives. Foods “cold pasteurized” via HPP stay fresher longer and HPP eliminates bacteria—including Salmonella.

ABOUT: Wholly Guacamole is a brand of Texas-based Fresherized Foods, a global leader in food safety, quality and flavor innovation. The Fresherized™ HPP process ensures that the all natural ingredients safely packed into each bag retain their authentic “made-from-scratch” flavor. **Media information:** Sylvia Barnard, Wholly Guacamole 770-401-3112 Sylvia@BowWowConsulting.com