



## FOR IMMEDIATE RELEASE

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### ROSÉ ALL DAY? GREEN IS THE NEW BLACK?

*Earthbound Farm introduces three extraordinary new blends and more at PMA Fresh Summit in Orlando*

October 9, 2018; San Juan Bautista, CALIF.: Flavor, variety, versatility, beauty, texture, and nutrient density all take center stage with Earthbound Farm's three organic new blends: Rosé Blend, Mighty Spinach, and Red Baby Butter.

- **Rosé Blend** is a blend of red lettuces with crisp tender texture and just a mild bite (lolla rossa, red oak, red tango, red baby butter, radicchio). Earthbound Farm has been working with its seed partners for several years to develop these multi-leaf varieties in terms of flavor, texture, and efficient harvesting. The mix is similar to spring mix but has slightly sturdier leaves with a little crunch and can stand up to many different types of dressing. Visually, it makes a beautiful plate with different shades of red, accented with green.
- **Mighty Spinach** is a blend of versatile, powerhouse deep greens that delivers a slightly earthy flavor profile along with nutrient density (spinach, bok choy, pak choi, tat soi). Mighty Spinach offers that flavor forward, dark green nutrient density. It's a great salad, but also great in recipes, smoothies, and so much more.
- **Red Baby Butter** lettuce offers everything that makes butter lettuces so popular, with a beautiful red blush and a slightly crisper texture than mature butter lettuce.

"We love delicious organic food -- especially veggies and greens," said Nathalie Fontanilla, VP Marketing, Research and Innovation. "So we're always tinkering and exploring as we work on developing new products. But even more important than that, we listen to the people who are buying our products. What do *they* want? What would make their lives simpler and tastier? It's why we grow and pack

organic fresh salads. Earthbound Farm has always done this, starting with originating prewashed, packaged spring mix to introducing baby arugula and baby kale to the category.”

In addition to the new salad blends, Earthbound Farm will be featuring their expanded line of all-organic commodity vegetables, featuring recent additions Baby Bok Choy and Cabbage as well as longtime favorites like broccoli, cauliflower, and broccollette.

“We want to make it simple and satisfying for our customers to have a high-quality, well-rounded organic produce program that delivers what their shoppers are seeking – fresh organic produce that goes beyond the ordinary,” said Tim Youmans, VP of Commodities and National Accounts.

Rose Blend, Mighty Spinach, and Baby Red Butter are all available in 5-ounce clamshells with a suggested retail price of \$3.99.

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### **About Earthbound Farm**

Earthbound Farm is a Certified B Corporation® and a unit of [Danone North America](#). It is one of North America’s heritage organic brands and one of the largest growers of organic produce. Founded in 1984 on 2½-acres in Carmel Valley, California by Drew & Myra Goodman, Earthbound Farm grew from that small local farm to become one of the first large scale organic vegetable farms by partnering with third-generation conventional farmers who converted land and learned to farm organically while bringing efficient farming practices to organic farming. It is a company built on the social, economic, and environmental benefits of organic.