



September 2016

## **Canada's #1 Fresh Soup Brand Launches New Fresh Soups for All Tastes**

*Happy Planet's fresh soup formats & newest flavours serve up something for everyone!*

Happy Planet, the top fresh soup brand in Canada, has launched three new all-natural fresh soups, expanding their meal solution options to appeal to an even broader range of consumer tastes; Korean Hot & Sour inspired by the booming popularity of Korean cuisine and Chicken Pot Pie and Tomato Grilled Cheese part of the new line of 'Local Faves' fresh soups, based on Canadians' favourite comfort foods.

Happy Planet's new 'Local Faves' fresh soups capture the essence of hearty Canadian comfort food with flavour profiles that evoke cherished memories. **Chicken Pot Pie Soup** - an ode to chicken pot pie; creamy, rich and full of vegetables, potatoes and the highest quality, organic free-range chicken meat from farms located in Kawartha Lakes region, ON and **Tomato Grilled Cheese Soup** - inspired by the all-time favorite lunchtime combo; the fresh taste of tomato soup paired with the comfort of a homemade grilled cheese sandwich.

Korean cuisine is one of the hottest emerging trends and Happy Planet's newest addition to their globally-inspired fresh soup line delivers; **Korean Hot & Sour Soup** with a rich broth full of kimchi and vegetables, infused with deep flavors of gojuchang and spices.

The new Korean Hot & Sour Soup is also available in their Grab & Go single serve fresh soup line – delicious, healthy & convenient meal solutions for work, school or consumers on the go.

"When life gets busy sometimes healthy eating falls by the wayside. I recommend my clients buy healthy convenient options with organic and natural ingredients like Happy Planet Grab and Go single serve soups as a simple way to get protein, fibre and vegetables. The perfect solution for individuals & families looking for a delicious, healthy and convenient meal when you're on the go!" says Diana Steele, Bsc (Diet), RD and President, Eating for Energy.

All Happy Planet delicious fresh soups are made with fresh, premium, all-natural and organic ingredients, and contain no preservatives or anything artificial. 13 delicious flavours inspired by cuisines from around the world and Canadians' favourite comfort foods that taste as good as homemade. Gluten-free, dairy-free, vegetarian and vegan options available. The perfect meal solutions in a 500/650mL pouch or convenient Grab & Go 300mL single-serve tubs. They are available in the refrigerated sections of grocery stores nationwide.