



NEWS RELEASE

Happy Planet Locally-Inspired Fresh Soups Bring Home Top Honours *Winners of the Canadian Grand Prix New Product Awards Two Consecutive Years*

VANCOUVER, BC - June 9, 2014 – Happy Planet fresh soups once again hit a home run with Canadians and gain national recognition. The company's two newest locally-inspired, locally-made fresh, all natural soups, **Chatham Carrot & Ginger** and **Chilliwack Broccoli Cheddar**, were awarded the Retail Council of Canada's 2013 Canadian Grand Prix New Product Award for the "Frozen or Refrigerated Prepared Food & Entrees" category.

"Winning this award and being recognized by our industry peers two years in a row is a true honour," said Happy Planet CEO Rex Sheehy. "Our team's dedication to excellence made this possible – we're committed and passionate about producing delicious, all natural products that truly make Canadians smile."

This year's Canadian Grand Prix New Product award further establishes that Happy Planet's new locally-inspired line of fresh soups are becoming favourites with consumers across the country.

"We wanted to create delicious soups that we're inspired by recipes Canadians love, taste just like homemade and feature vegetables from Canada's rich growing regions," said Happy Planet founder, Randal Ius. "Canada is abundant with delicious produce; these new fresh soups celebrate that."

Being awarded the trophy two consecutive years is a testament that fresh, all-natural food continues to be top-of-mind for consumers. The addition of these new fresh soups is a continuation of Happy Planet's quest to nourish people with food that is fresh, all natural and delicious; creating exciting recipes that do not compromise on taste nor nutrition.

Happy Planet's Chatham Carrot & Ginger and Chilliwack Broccoli Cheddar, are available in the refrigerated sections of grocery stores nationwide. Other fresh soups offered by Happy Planet include: Fraser Valley Mushroom & Mascarpone, Tuscan Tomato, Moroccan Chickpea, Indian Split Pea, Thai Coconut, Louisiana Sweetcorn and Red Pepper, Berkeley Butternut Squash, Mediterranean Minestrone and Santa Fe 4 Bean Chili. All Happy Planet fresh soups are made with premium, all-natural ingredients and do not contain any preservatives nor artificial flavours.

About Happy Planet: Two boys with big dreams. In 1994, Randal Ius and his friend Gregor Robertson, along with a farm full of organic carrots and a big blender, started making natural juices and smoothies to give city people a taste of the country. They called their business Happy Planet. Today Happy Planet is Canada's leading all-natural food and juice company. They still make juices and smoothies. They make delicious all-natural and organic fresh soups, too. They've not made all the planet happy yet, but it's a good start.

For more information, visit happyplanet.com

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