



## NEWS RELEASE

### Happy Planet fresh soups heat up the Canadian Grand Prix New Product Awards

*Globally inspired, locally made soups attract national recognition*

**VANCOUVER, BC - June 11, 2013** –The Happy Planet soup story just got tastier. The company’s two newest fresh, all natural soups, **Mediterranean Minestrone and Somerset Garden Pea**, were awarded the Retail Council of Canada’s 2012 Canadian Grand Prix New Product Award for the “Frozen or Refrigerated Prepared Food & Entrees category. “

“We couldn’t be prouder of this recognition from our peers in the retail industry,” said Happy Planet CEO Rex Sheehy. “We have an amazing team of committed and passionate people here at Happy Planet – dedicated to making delicious products that truly make people smile.”

Receiving the golden Canadian Grand Prix New Product trophy marks a significant retail achievement for Happy Planet in a watershed year that has included launching fresh new flavours, a new logo, design and packaging.

The award is a testament that fresh, all-natural food is indeed top-of-mind for consumers. Happy Planet continues to grow the fresh soup category nationally by providing exciting fresh, tasty and all-natural soups like you would make at home.

“This award proves that our fresh, all natural soups have found their way into the hearts – and stomachs! - of consumers across Canada,” said Happy Planet co-founder Randal Ius. “Made with premium, top-quality ingredients, they take consumers away to locales around the world like Sicily and Oxford with each spoonful.”

Happy Planet’s Mediterranean Minestrone and Somerset Garden Pea are available in the refrigerated sections of grocery stores nationwide. Other fresh soups offered by Happy Planet include: Tuscan Tomato, Moroccan Chickpea, Indian Split Pea, Thai Coconut, Louisiana Sweetcorn and Red Pepper and Berkeley Butternut Squash. All Happy Planet soups contain all-natural ingredients and are gluten-free.

***About Happy Planet:*** *Two boys with big dreams. Gregor Robertson's family farm outside of Vancouver grew lovely organic carrots. In 1994, along with his friend Randal Ius and a big blender, they 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 natural and organic soups, too. They've not made all the planet happy yet, but it's a good start.*

For more information, visit <http://happyplanet.com>

**Media Contact:**

Melissa Orozco / Ashley Letts

604-558-1656

[melissa@yulupr.com](mailto:melissa@yulupr.com) / [ashley@yulupr.com](mailto:ashley@yulupr.com)