



## NEWS RELEASE

### Happy Planet introduces two new globally inspired soups

*So good they will make you long for winter*

**VANCOUVER, BC – September 17, 2012** – This week, Happy Planet is rolling out two new fresh soups that draw inspiration from kitchens around the world, the latest move in the company's quest to make the planet happy. Packaging for the company's fresh soups and juices has a new, happier look and feel, just in time for the roll-out of two savory new soups: Mediterranean Minestrone and Somerset Garden Pea.

"In developing these soups, we spent a lot of time looking at favourite recipes from around the world," said Happy Planet founder Randal Ius. "Our Somerset Garden Pea is made with fresh peas and cream, with a hint of fragrant mint, evoking the taste of springtime in an English garden. Our Mediterranean Minestrone, just like Nonna makes, is rich, hearty, and laden with white beans and fresh veggies. We see the value in garnering global inspiration; these soups are made with ingredients you need to go beyond your own backyard to find. We've done the legwork for you, and we think you'll agree the results are delicious."

Ius went on to explain that the new soups will contribute to the company's goal of making food and juice that makes you smile by incorporating favourite flavours from every corner of the globe.

Happy Planet's Mediterranean Minestrone and Somerset Garden Pea are now 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 Corn Chowder and Berkeley Butternut Squash. All Happy Planet soups contain 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://happyplanetsoups.com/soups>

**Media Contact:**

Melissa Orozco / Ashley Letts

604-558-1656

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