



NEWS RELEASE

Happy Planet introduces four new locally-inspired soups *Celebrating the most delicious tastes Canada has to offer*

VANCOUVER, BC – September 10, 2013 – Happy Planet, the producer of award-winning fresh soups, is proud to announce the launch of four new locally-inspired fresh soups based on recipes Canadians love. The new fresh soups feature vegetables from Canada's best growing regions: Fraser Valley Mushroom and Mascarpone; Chilliwack Broccoli and Cheddar; Montérégie Potato and Leek; and Chatham Carrot and Ginger.

"We wanted to create delicious soups that taste just like homemade and feature vegetables from Canada's rich growing regions," said Happy Planet founder, Randal Ius. "We highlight the earthy and rich mushrooms from the Fraser Valley; the fresh and robust Broccoli from Chilliwack; the creamy and hearty potatoes from Montérégie; and the sweet and flavourful carrots from Chatham-Kent. Canada is abundant with delicious produce; these new fresh soups celebrate that."

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 recipes that evoke homegrown and homemade flavours.

The four new locally-inspired fresh soups are now available in the refrigerated sections of grocery stores nationwide. Happy Planet also has a line of globally-inspired fresh soups; Mediterranean Minestrone, Somerset Garden Pea, Tuscan Tomato, Moroccan Chickpea, Indian Split Pea, Thai Coconut, Louisiana Sweetcorn and Red Pepper and Berkeley Butternut Squash. 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. 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>

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