



NEWS RELEASE

Happy Planet Launches Two New Soups Worth Crossing the Road For

VANCOUVER, BC – September 16, 2014 – Happy Planet, makers of award-winning fresh soups and the top selling fresh soup in Canada, has launched two new delicious chicken soups just in time for Fall and Winter; a gluten free, green-curry based all-natural Thai Chicken and a soul-warming organic Kawartha Chicken Noodle.

Full of all-natural ingredients and made without any preservatives, these new soups are the first retail fresh soups in Canada made with 100% organic chicken.

“As soup consumption and the demand for healthy, natural, ‘real’ food increases, we wanted to add some more satiating options to our line of fresh soups,” says Randal Ius, Co-Founder, Happy Planet. “Both the Thai Chicken and Kawartha Chicken Noodle are made with the highest quality organic white chicken meat from farms located in the Kawartha Lakes region of Ontario. They don’t contain any ingredients you can’t pronounce so they truly are the delicious and healthy answer to ‘What’s for Lunch or Dinner?’”

Asian-inspired soups continue to gain in popularity and the gluten-free Thai Chicken is right on trend; inspired by delicious, fragrant and rich Thai cuisine flavours, it is full of organic chicken, green curry, Thai basil, galangal and lemongrass in a coconut cream base.

Based on the ultimate comfort food and Canadians’ most popular soup flavour, the locally-inspired Kawartha Chicken Noodle is made with tender organic chicken meat, delicious orzo, parsley and a pinch of thyme. Just one taste and you’re home.

Happy Planet’s fresh Thai Chicken and Kawartha Chicken Noodle Soups are available in the refrigerated sections of grocery stores nationwide. Other fresh soups offered by Happy Planet include: Chatham Carrot & Ginger, Chilliwack Broccoli Cheddar, 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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Media Contact:
Katie Stevens
778-686-0906
katies@talkshopmedia.com