

Friday, April 15, 2005

Nature-Based Packaging for Fresh-Cut Produce In High Demand ***NatureWorks® PLA Offering Brand Owners and Retailers a Solution Consumers Desire***

MINNETONKA, Minn. – April 15, 2005 – Fresh food grocers and brand owners are experiencing significant retail success with corn-based plastic packaging from NatureWorks® PLA as evidence mounts that consumers strongly prefer products packaged in fresh-in-natural containers.

“At a time when vendors must take steps to differentiate themselves from the competition, innovative packaging that has proven stopping power can be a strategic promotional advantage,” said Lisa Owen, global business leader, rigid packaging for NatureWorks LLC. “The world’s leading retailers are capitalizing on that opportunity with NatureWorks PLA.”

Companies like **Newman's Own* Organics** are capturing the attention of consumers by using NatureWorks PLA for a variety of fresh packaging applications including rigids, films, bottles and labels.

Newman's Own Organics began distributing their line of organic salads in NatureWorks PLA clamshells in December 2004. Today, the salads packaged in NatureWorks PLA containers are available at Wild Oats, as well as several other major chains regionally and nationally.

“The popularity of NatureWorks PLA has been outstanding,” says Joe Sandro, director of organic operations for FoodSource Organics – the distributor for Newman's Own Organics. “We get five to ten calls per week from customers inquiring about the corn-based packaging material.”

“We’ve seen a lot of excitement from consumers, who are glad to finally have an environmentally beneficial alternative to traditional plastic containers,” says Peter Meehan, CEO of Newman's Own Organics.

At the request of Newman's Own Organics, contracts have been entered into with corn growers to ensure that identity-preserved, non-GMO corn equal to the amount used to make the tubs and lids will be purchased during the next growing season.

Testing and Market Analysis Reinforces Nature-Based Packaging Trend

The on-shelf success of retailers and brand owners is consistent with consumer research and market analysis showing that shoppers prefer nature-based packaging.

An in-depth survey conducted by the Grapentine Company, Inc. indicates NatureWorks PLA packaging is an effective solution for retailers looking to cater to the growing number of shoppers willing to alter their purchasing habits. According to the study, 74 percent of respondents in the United States who rated nature-based packaging as “very desirable” would pay five cents more for an item packaged in NatureWorks PLA. Similarly, 72 percent of surveyed consumers in Western Europe who gave this ranking said they would pay 10 Euro cents more per food item.

Shopper interest in alternatives to traditional petroleum-based packaging was also highlighted in “What's in Store 2005” published by the International Dairy-Deli-Bake Association (IDDBA) in which 90 percent of respondents said packaging attributes would influence them to switch brands. The environment was also of concern for a majority of surveyed consumers who thought packaging needed to be more eco-friendly.

A Clear Competitive Advantage in Feedstock

The continued volatility in the price of oil, and the subsequent impact on the price of petroleum-based packaging polymers such as PET and polystyrene, continues to provide users of NatureWorks PLA with an additional advantage – price stability.

The cost of NatureWorks PLA has already become comparable to other conventional plastic packaging materials. The company continues to drive down product costs through continued process improvements. This, combined with the stability of NatureWorks LLC's raw material – ultimately corn – means that longer term, PLA actually has the potential to be even more cost-competitive than traditional petroleum-based resins like PET.

About NatureWorks LLC

Based in Minnetonka, Minn., USA, NatureWorks LLC is the first company to offer a family of commercially available polymers derived 100 percent from annually renewable resources with cost and performance that compete with petroleum-based packaging materials and fibers. The company applies its unique technology to the processing of natural plant sugars to create a proprietary polylactide polymer, which is marketed under the NatureWorks® PLA and Ingeo™ fiber brand names. For more information about NatureWorks and its brands, please visit <http://www.natureworkslc.com/>

About Newman's Own Organics

Newman's Own Organics was established as a division of Newman's Own in 1993 and became a separate company in late 2001. Paul Newman donates all of the royalty he receives from Newman's Own Organics after taxes to educational and charitable organizations. For more information, visit the company's Web site <http://www.newmansownorganics.com/>

About FoodSource Organics

Monterey, Calif.-based FoodSource, Inc. is the nation's leading supplier of private label organic produce. The company is headquartered in Monterey with a major office in Edinburg, Texas and distribution facilities in Los Angeles, and the greater Chicago and Boston areas. The company's Web site is <http://www.buyfoodsource.com./>

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* Registration of Newman's Own Organics