

**Monday, October 18, 2004**

## **Newman's Own Organics to Offer Several Salad Varieties in NatureWorks™ PLA *Nature-based Packaging Key Selling Feature of New Organic Salad Greens***

**ANAHEIM, Calif. – Oct. 18, 2004** – Newman's Own Organics\* (Aptos, Calif.) will use NatureWorks™ PLA packaging for several varieties in its new line of organic salads.

With produce marketer FoodSource Organics\*\* (Monterey, Calif.), Newman's Own Organics is entering the fresh produce category with the introduction of seven certified-organic salads. Several of Newman's Own Organics' most "in-demand" varieties, including the Spring Mix, Spinach, Herb Salad, as well as Sweet Baby Lettuces, will have the option to be packed in five-ounce tubs thermoformed from NatureWorks PLA, a clear plastic that is 100 percent derived from corn. This will create a convenient, "natural-in-natural" offering for retailers who prefer rigid produce packaging.

Co-founded by Peter Meehan and Nell Newman, daughter of actor Paul Newman, Newman's Own Organics markets a successful line of pet food, coffee and organic snack food items such as cookies and pretzels that are distributed in multiple food store formats. As Newman's Own Organics expands into produce, NatureWorks PLA is playing a role in helping win customers' confidence in the freshness and quality of the new product line.

"We find that people really want to know how ingredients are grown and processed on the way to their grocer's shelf," said Peter Meehan, CEO of Newman's Own Organics.

"The same is true for how food is packaged. Consumers seem to feel better knowing their fresh produce comes in a container derived from natural ingredients rather than petroleum," Meehan said.

The new produce brand comes at an opportune time to capitalize on growing consumer interest in organic foods. Dollar sales of organics have grown at the combined rate of 84 percent over the past four years, according to AC Nielsen. And, fresh produce is one of the fastest growing segments of the organic foods market. In fact, the most recent ACNielsen Organic Foods report shows that pre-cut fresh salad mixes are one of the ten largest organic categories, recording \$149.8 million in sales in the 52-week period ending July 10, 2004.

"Taking the Newman's Own Organic brand from the center store to the perimeter produce department assures consumers of a name and quality they can trust," said Joe Sandro, director of organic operations for FoodSource Organics. "Integrating natural packaging with the organic greens increases the product's value and differentiates the offering with shoppers."

Packaging is an important marketing vehicle for Newman's Own Organics. "All our packaging is easily identifiable by an eye-catching photo of an American Gothic 'Pa' Newman and daughter Nell, along with USDA Organic Seal," said Meehan.

Thermoformed tubs are becoming increasingly popular with retailers for their display flexibility and consumer resealability benefits, according to Craig Snedden, president of Clear Lam Thermoforming (Elk Grove Village, Ill.) the packaging manufacturer that supplies Newman's Own Organics. "When Newman's Own Organics and FoodSource Organics looked at offering this packaging option, we sat down with them to develop a product that was fully unique to their application. NatureWorks PLA stood out for its environmental advantages, as well as its functional performance."

Snedden said the lidded tubs have a smooth (rather than ribbed) surface for better clarity and increased product visibility. The high gloss of NatureWorks PLA brings attention to the quality of the leafy greens, and draws the shopper's eye to the package.

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.

### **Packaging Important to Branded Produce**

As more branded produce items hit supermarket shelves, using nature-based packaging can be an easy way for produce suppliers to differentiate themselves from the competition, said Clear Lam Thermoforming's Snedden.

"The value proposition of NatureWorks PLA is particularly compelling for food companies developing products from organic ingredients," Snedden continued. "Using nature-based packaging helps demonstrate they are doing all they can to ensure every aspect of their customer's purchase is natural, convenient and appealing."

Clear Lam Thermoforming offers stock and custom packaging solutions to grocery retailers and processors. "We have the advantage of offering in-house tooling and engineering capabilities to be able to design products that fit customers' exact needs and styling," Snedden said. "Simply put, our goal is to help our customers sell more product at retail with packaging that stands out from the competition."

### **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./>

### **About Clear Lam**

Clear Lam Thermoforming is a division of Clear Lam Packaging, Inc., headquartered in Elk Grove Village, Ill. Clear Lam Thermoforming is an integrated manufacturer of retail packaging for food and non-food applications, offering full-service design and tooling capabilities, as well as state-of-the-art thermoforming and extrusion equipment. More information on Clear Lam Thermoforming is available at the Web site <http://www.clearlam.com/>, or by e-mailing [pla.info@clearlam.com](mailto:pla.info@clearlam.com).

### **About Cargill Dow**

Founded in 1997, Cargill Dow is an independent joint venture based in Minnetonka, Minnesota, USA. It is the first company to offer a family of commercially available polymers derived 100 percent from annually renewable resources with the cost and performance to compete with petroleum-based packaging materials and fibers. The company has achieved this breakthrough by applying 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 Cargill Dow LLC and its brands, please visit <http://www.cargilldow.com./>

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\* Registration of Newman's Own Organics

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