



FOR IMMEDIATE RELEASE

Cedarlane® Introduces Burrito Bites Exclusively at Kroger

All-natural frozen foods company debuts convenient, tasty, vegetarian snacks

Carson, CA (04/10/12) – Dedicated to bringing innovative options to the natural and organic convenience foods industry, Cedarlane® Natural Foods, Inc. is pleased to announce its new product line of quick, easy and “snackable” Burrito Bites, available exclusively at Kroger grocery stores in early May 2012. A leading producer of award-winning natural and organic frozen and fresh foods, Cedarlane offers healthy and quick snack choices, a natural fit with Kroger’s ongoing commitment to merchandise the best-selling natural and organic brands. For a limited time, the all-new Burrito Bites packaging will also include a \$1.00 off coupon for consumers.

Cedarlane is honored to be able to offer Burrito Bites exclusively to all Kroger Banner divisions plus, Ralphs, Fry’s, Smith’s, and King Soopers. The Burrito Bites will be available in three flavorful varieties: Beans, Rice & Cheese, Roasted Vegetable & Cheese, and Chile Relleno. All three varieties are vegetarian, trans fat-free, have no to low cholesterol and are made with all-natural, low fat tortillas.



Following Cedarlane’s recent win as the 2011 Grand Prize Winner by *Cooking Light Magazine* for the “tastiest frozen burritos available in supermarkets,” Cedarlane Burrito Bites now serve up a snack-sized version of that same award-winning taste, with fewer calories and lower fat than competing brands.

To learn more about Cedarlane Natural Foods, please visit www.cedarlanefoods.com. **For interviews with Cedarlane Natural Foods Founder and President Robert Atallah, please call the contacts listed at the bottom of this press release.**

About Cedarlane® Natural Foods, Inc.

Founded in 1981 by Robert Atallah, Cedarlane® Natural Foods, Inc. is a leading supplier of natural and organic frozen and fresh foods. Cedarlane serves up a wide variety of award-winning natural, vegetarian, organic, low-fat, high-protein frozen food options from breakfast to dinner, appetizers to entrées. Many Cedarlane frozen foods carry the **Quality Assurance International (QAI)** organic certification. In March 2012, Cedarlane’s new egg white omelettes were featured on The Today Show’s “Eat Smart Today” segment with Al Roker and featuring Lisa Lillien, author of *Hungry Girl Supermarket Survival*. Cedarlane offers a variety of vegetarian frozen foods, chicken entrées and burritos, egg white omelettes and breakfast burritos.

About Founder & President Robert Atallah

Since 1981, Robert Atallah has grown Cedarlane Natural Foods, Inc. from a one-man business to a corporation with more than 500 employees, offering award-winning natural and organic frozen foods and fresh foods. A food pioneer in multiple respects and a prominent leader in the food category, Mr. Atallah was the first to introduce all-natural and organic products to the frozen foods sector.

MEDIA CONTACTS:

Diego Romero

McFadden/Gavender

O: (520) 882-6262

M: (520) 401-1693

diego@mcfaddengavender.com

Karen Gavender

McFadden/Gavender

O: (520) 882-6262

M: (520) 603-4200

karen@mcfaddengavender.com

Website:

www.CedarlaneFoods.com

###