



FOR IMMEDIATE RELEASE

## **Cedarlane® Launches Cedarlean Healthy Breakfast and Lunch Line**

*Variety of all-natural, nutritious entrées cater to special diets and weight management*

Carson, CA (04/16/12) – Cedarlean, from Cedarlane® Natural Foods, is an exciting new line of all-natural breakfast and lunch entrées designed for the health-conscious consumer looking for convenient, great-tasting meals. The variety of new products feature all-natural ingredients and a balance of nutritional attributes prominently displayed with iconography on the front of the package.

Cedarlane, a trailblazer in the frozen breakfast category, created three gluten-free Egg White Frittatas options for Cedarlean: **Broccoli & Cheddar**, **Roasted Chile & Cheese** and **Spinach & Roasted Tomato**. They're each made with a scalloped potato crust, are high in protein and fiber, and have 200 calories or fewer, delivering a delicious and lean alternative to frozen waffles. An eye-catching gluten-free icon is easily located on the front of the package, helping consumers with gluten intolerances to find what they need quickly.



Cedarlean's new Soup and Wrap combo entrées make lunchtime appealing again, not to mention healthier. Travel a world of flavors with **Spicy Vegetable Wonton Soup and Asian Wrap**, **Minestrone Soup and Mediterranean Wrap**, **Butternut Squash Soup and Quinoa Wrap** and **Lentil Vegetable Soup and Samosa Wrap**. Each Soup and Wrap entrée contains fewer than 240 calories combined, is high in protein and fiber, and has 5 grams of sugar or less.

The new Cedarlean line satisfies growing consumer demand for nutritious, flavorful options in the frozen foods category. Cedarlane is proud to offer these products to those working with weight management plans and special dietary needs.

To learn more about Cedarlane Natural Foods, please visit [www.cedarlanefoods.com](http://www.cedarlanefoods.com). For interviews with Cedarlane 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.

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