



**FOR IMMEDIATE RELEASE**

### **Not Your Everyday Entrées**

*Cedarlane® Natural Foods serves up artisan meals with a fast and healthy advantage*

Carson, CA (05/04/12) – With entrées like All-Natural Pesto and Four Cheese Baked Stacked Eggplant and the top-selling Roasted Chile Relleno, Cedarlane® Natural Foods continues to challenge the idea that today's busy lifestyles don't allow enough time for preparing and enjoying delicious and healthy meals. Cedarlane delivers natural, satisfying dishes that can be quickly prepared at home or on the go, and that meet the needs of health-conscious consumers searching for organic, vegetarian and even gluten-free options.

"Cedarlane frozen foods aren't just made to be quick to fix," said Gordon Hagedorn, Vice President of Sales & Marketing at Cedarlane Natural Foods. "We take the time to meticulously *handcraft* our meals with premium ingredients and savory spices from around the world to ensure all the flavor you'd expect from a home-cooked dish."

Like all of Cedarlane's high-quality, artisan products – from the all-natural, restaurant-quality Moussaka to the gluten-free Spinach and Mushroom Egg White Omelette – the vegetarian Baked Stacked Eggplant dish is handcrafted, starting with fresh-cut, natural ingredients. Slices of eggplant are hand layered with breaded eggplant, four fresh and flavorful cheeses, savory pesto, slow-roasted tomato sauce, red bell peppers and spices. The tasty, quick-to-fix dinner offers 17 grams of protein and three grams of fiber.

Cedarlane's one-of-a-kind Roasted Chile Relleno starts with a mild, fire-roasted poblano pepper stuffed with jack and cheddar cheeses, tomatoes, green chili peppers, cilantro and spices. Not just packed with flavor, the entrée is also stuffed with 20 grams of protein and 10 grams of fiber.

Consumers can see Cedarlane entrées like the Roasted Chile Relleno and Eggplant Parmesan made by hand in an online video at [CedarlaneFoods.com](http://CedarlaneFoods.com) under "Our Story." A full menu of innovative breakfast, lunch, dinner and appetizer options are available through the Cedarlane website as well, in addition to being offered in select grocery store freezer aisles.

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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