

Press Contact:
JP Lincoln
Crier Communications
310-274-1072 x 201
jp@crierpr.com

A "Natural" Partnership: Cedarlane Natural Foods Names Crier Communications as Public Relations Agency of Record

LOS ANGELES, CA, March 6, 2014—[Cedarlane Natural Foods](#) today announces the selection of [Crier Communications](#) (Los Angeles, New York City) as its media and public relations agency of record.

"After a national search, Cedarlane has identified a true marketing, branding and media partner in Crier," says Robert Atallah, founder and CEO of Cedarlane Natural Foods. "Crier has a superb talent for communicating with clarity, wit and conviction the ongoing Cedarlane narrative—that after 34 years—the company remains farm-to-fork "ready" for national media coverage. The increasing and immediate demand and popularity of social media brought Crier to our attention, and we are delighted to partner with this rapid-response team of professionals."

"The amazing product line, taste and ingredient profile and entrepreneurial spirit of Robert make Cedarlane Natural Foods a perfect fit for Crier Communications," adds JP Lincoln, founder and president of Crier Communications. "Our team is delighted to represent this time-honored American enterprise. We've been working with natural and organic brands for over 15 years now and are honored to be partners with this pioneering company that was the first all-natural vegetarian entree in the frozen category, the first organic and the first gluten-free. This legacy is now imprinted in our imagination, as we position Cedarlane's frozen and its rapidly-expanding Frankly Fresh category for a remarkable future as a truly influential lifestyle brand."

For more information, please contact Crier Communications.



About Cedarlane Natural Foods and Robert Atallah

Headquartered on a rapidly-expanding, state-of-the-art campus in Carson, California, Cedarlane Natural Foods produces healthy, easy-to-prepare refrigerated and frozen recipes made from fresh, wholesome, natural, organic, sodium-sensitive, high-fiber, low-fat, vitamin-enhanced ingredients under the Cedarlane, CedarLean and Frankly Fresh brands. Since founding Cedarlane Natural Foods in 1981, CEO Robert Atallah has elevated the company to become a leading "tradition" and lifestyle game-changer in America—and soon internationally. Today, Cedarlane Natural Foods remains among the few elite food enterprises that is still independently-owned and operated and relies on constant innovation with SQF, organic and USDA, FDA certification and novel HPP packaging process. For more information, visit www.cedarlanefoods.com.

Cedarlane Natural Foods

Your Health. Our Happiness!



About Crier Communications

Founded in 1998, Crier Communications is a leading Los Angeles-based public relations firm with clients in the food, beverage, health, education and technology industries. Crier's services include media relations, marketing communications, social media management, graphic design, advertising, web development and event support. For more information, visit www.crierpr.com.