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Dr. McDougall's Right Foods® is Eco-Friendly with New All-Natural Soups

Debut of Ready-to-Serve Chunky Soups for Health Seekers with On-the-Go Lifestyles

SOUTH SAN FRANCISCO, CALIF (September 22, 2009)- "What's for dinner?" just got a lot easier to answer. Dr. McDougall's Right Foods®, a leader in the natural foods industry, is proud to introduce Ready-to-Serve Chunky Soups as great-tasting and nutritious quick meal solutions. Available in seven flavors, each satisfying soup is absolutely delicious, heart-healthy, vegan, and good for the environment. The soup's innovative packaging is free of Bisphenol A (BPA) concerns and is made from paper sourced exclusively from sustainably managed forests. The soups are now available on grocery shelves for a suggested retail price of \$3.29.

Dr. McDougall's Right Foods® new Ready-to-Serve Chunky Soups fulfill cravings for hearty, filling and hot meals while being nutritious and convenient. These never too salty soups are ideal for anyone with an on-the-go lifestyle since they don't require a can opener and have fast and easy preparation. They are perfect to bring to work or keep in a pantry for quick meals rather than rushing out for fast food. Tasty low-calorie varieties include Lentil, Vegetable, Black Bean, Chunky Tomato, Split Pea, Minestrone, and Roasted Pepper Tomato. These great-tasting flavors cater to those with gluten allergies as all varieties, with the exception of Minestrone and Split Pea, are gluten free. All flavors feature cholesterol-free plant based complete protein except Chunky Tomato and Roasted Pepper Tomato. Plus, they have 25 percent more soup than most natural canned soup brands.

"We make sure Dr. McDougall's legacy of Natural Delicious Wellness® remains true through all of our products," said Rita Vinnicombe, co-owner of Dr. McDougall's Right Foods®. "Our new Ready-to-Serve Chunky Soups are a smart and tasty meal solution. Their fresh flavor is fabulous, and we are confident

people will find our soups to be the best tasting in the market. As a wellness brand, making delicious healthy foods in packaging that is free of Bisphenol A concerns is essential to our core values.”

Until now, carton soups have only been available in broths and purees, so to enjoy chunky soups consumers had to buy them in cans or glass. Dr. McDougall’s Right Foods® new Ready-to-Serve Chunky Soups are the first nationally available carton soup with whole pieces of vegetables, beans and pasta. They feature innovative Tetra Recart packaging that is recyclable and has a lower carbon footprint than cans*. The packages are shelf-stable and never contain preservatives. Dr. McDougall’s Right Foods® is at the forefront of sustainability efforts as all the packaging for their 32 products tout environmental benefits with paper sourced exclusively from Forest Stewardship Council (FSC) certified sustainably managed forests. Dr. McDougall’s Right Foods® is passionate about leaving a smaller footprint on the environment and recycles at their own facility.

As the nation’s leading natural soup cup brand, Dr. McDougall’s Right Foods® has developed a portfolio of 32 all-natural, heart-healthy meals that deliver on taste and satiety. For more than 16 years wellness lovers, dieters, vegetarians, and non-dairy consumers alike have turned to the soup and oatmeal products to enrich their diets with antioxidants, plant-based protein, fiber and flavor. Dr. McDougall’s Right Foods® never contain animal products or genetically modified ingredients. Organic and gluten free options are also available. For more information about Dr. McDougall’s Right Foods® visit www.rightfoods.com.

*Source: Peer reviewed LCI by Franklin Associates