



New Guacamole 100-Calorie Packs--The Solution for Clashing February Holidays

- Eating All-Natural Guacamole as a Snack or Condiment is a Healthy Food Choice Anytime-

February 21, 2008- Fort Worth, TX- February marks a food quandary with observances of both Heart-Healthy Month and National Snack Food Month. Americans derive an estimated 30 percent of their daily calories from outside traditional meal times; unfortunately, their snack choices are not always healthy ones. One solution—eat guacamole suggests Nielson top-ranked, Wholly Guacamole.

Avocados are now considered a functional food—much like broccoli or olive oil on the “mom approval scale”—loaded with more than 20 nutrients and “good fats” proven to lower cholesterol. Mashed, avocados become guacamole and a heart-healthy super-snack.

Presenting a healthier on-the-go snack, Wholly Guacamole announces the addition of **100 Calorie Guacamole Snack Packs** to their expanding product line. The easy-to-open, two-ounce, individually portioned packs of all-natural, authentic, guacamole stay fresh for up to 30-days—and can be frozen even longer. Made with 95 percent avocados, the name reflects what’s inside—it’s Wholly Guacamole—just avocados and spices with no chemicals or preservatives.

Wholly Guacamole 100 Calorie Snack Packs, launching first in classic flavor, retail for \$2.19-\$2.49 (3-pack) and \$4.29-\$4.69 (6-pack) and are available nationwide in grocery produce or deli sections with other Wholly Guacamole products including: Classic, Spicy, Guaca Salsa, Pico, Organic and Simply Avo Halves. www.whollyquac.com

“Our testing revealed that consumers couldn’t believe how big a 100-calorie serving was of our fresh guacamole,” commented Jay Alley, Wholly Guacamole vice president of sales. “Consumers also loved the healthy, functionality of guacamole—as a sandwich condiment, on chicken, and with carrot dippers vs. chips,” added Alley.

Out of time and on the go, grazing and in-between snacking has become a way of life for many Americans. Cookies, crackers, even candy bars can be found in 100-calorie portions. As the snack segment expects a 17 percent increase in annual sales to an estimated \$7.2 billion dollars in 2008, smart snackers will need to seek healthy options and make wise food choices. Eating healthy portions and nutritious foods is the first step towards a healthy lifestyle.

Wholly Guacamole is a brand of Texas-based Fresherized Foods, a global leader in food safety, quality and flavor innovation. The Fresherized™ process ensures that the all natural ingredients safely packed into each bag retain their authentic “made-from-scratch” flavor. Visit www.whollyquac.com.

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