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The Next Step in the Evolution of Soy: Tempeh 2.0! *3 new flavors of marinated, organic tempeh strips introduced*

HOOD RIVER, OR -- January 30, 2009 By now most Americans have heard of tofu, a cake of soybean curds originating in the Far East, but few know the wonders of the fermented soybean cake from Indonesia known as tempeh. Turtle Island Foods, the makers of the famous Tofurky branded products, is making tempeh more accessible to the home cook by introducing three new exciting flavors: Sesame Garlic, Lemon Pepper and Coconut Curry.

"Tempeh is an awesome product which is often misunderstood or prepared incorrectly," stated Turtle Island CEO Seth Tibbott. "We find that when people are served tempeh that has been cooked properly they prefer it over tofu or just about any other soy product."

Tempeh is a delicious, firm, high protein cake made from soybeans which is low in fat, high in fiber and has no cholesterol. The secret to enjoying tempeh is slicing it and letting it soak for an hour or longer in a marinade which enhances the nutty flavor of this delightfully textured product. Tempeh 2.0 takes all the prep out of tempeh for the home cook. Turtle Island thinly slices their organic soy tempeh cakes into strips and then marinades are added which soak into the tempeh via a patented vacuum process. The end result has been sending taste panels over the top with praise for this ground breaking product. "This is without a doubt the best tasting tempeh I have ever tried," exclaimed one panelist. "I am weeping!"

Turtle Island pre-marinated tempeh strips are an incredible timesaver. They can go from package to sauté pan to plate within three minutes of opening. The product can be served as a stand-alone main dish or in stir fries, sandwiches, wraps and salads. Turtle Island tempeh strips have a suggested retail price of \$3.89 per seven ounce package (about two and a half servings per pack) and can be found in the refrigerated meat alternative sections of leading natural foods and grocery stores starting in May 2009.

Turtle Island Foods is an independent, family-owned business in Hood River, OR. Turtle Island started out making tempeh in 1980 and then introduced the famous Tofurky roast in 1995. Tofurky is one of the fastest growing brands in the natural foods meat alternative segment. All Tofurky products are made from organic tofu and gourmet, non-genetically modified ingredients. Turtle Island and Tofurky products, which include tempeh, deli slices, sausages and hot dogs, can be found at such stores as Whole Foods, Trader Joes, Wild Oats, Publix, Kroger, Fred Meyers and Harris Teeter in addition to most natural food markets. More information on the brand can be found at www.tofurky.com.

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