

FOR IMMEDIATE RELEASE

## SAVE A TURKEY, DRINK TOFURKY! Jones Soda Debuts “Tofurky and Gravy” Flavor for Thanksgiving



**SEATTLE, Wash.** – November 2, 2009– This Thanksgiving instead of devouring one of the nation’s most treasured birds, drink Jones Soda’s *Tofurky and Gravy*, or at least have it on hand to please the non-meat eaters in your life.

“One of our founding fathers, Benjamin Franklin, declared the turkey to be a bird of courage and a true, original American,” said Joth Ricci, president and CEO of Jones Soda. “While many think that eating turkey is the only way to celebrate Thanksgiving, we at Jones Soda suggest that this year you try something new and toast the noble bird with a cold bottle of *Tofurky and Gravy*.”

Jones Soda’s *Tofurky and Gravy* is also on a mission to help consumers become healthier during this notoriously over-indulgent holiday. *Tofurky*® vegetarian products are low in fat and have zero cholesterol; Jones Soda’s *Tofurky and Gravy* is vegan friendly and sugar free.

To help Americans get back on the health track after Thanksgiving, Jones Soda will be including a bottle of each flavor of their new zero-calorie Jones Zilch with each *Tofurky and Gravy* purchase. Zilch is fortified with 30% of the recommended daily allowance of vitamin C and is available in Pomegranate, Vanilla Bean and Black Cherry.

“This promotion with Jones Soda encapsulates the two major components of the holiday season for us: Fun and Giving,” said Seth Tibbott, CEO of *Tofurky*’s parent company Turtle Island Food, Inc. “We hope this will bring some good times and laughter to everyone’s holiday celebration and at the same time supports a great cause! Happy *Tofurky*® Day to all!”

The cult-favorite *Tofurky*® is made from a special combination of organic tofu, vital wheat gluten, expeller pressed non-GMO canola oil and a secret blend of herbs and spices. This symbiotic relationship between the soy and wheat gives *Tofurky* its bold, meat-like texture.

*Tofurky and Gravy* Gift Pack will be available exclusively at [www.jonessoda.com](http://www.jonessoda.com). The gift pack will contain three bottles of *Tofurky and Gravy*, one bottle each of Zilch’s three flavors, stickers and temporary tattoos all in a commemorative retro-styled lunchbox for \$11.99. Available for a limited time, \$1 from each *Tofurky and Gravy* Gift Pack will go to PAWS, a non-profit that advocates for animals through education, legislation and direct care.

### **About Jones Soda Co.**

Headquartered in Seattle, Washington, Jones Soda Co. markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda, Jones GABA, Jones 24C, Jones Energy, Jones Organics, Jones Naturals and Whoopass brands and sells through its distribution network in markets across North

America. A leader in the premium soda category, Jones is known for its variety of flavors and innovative labeling technique that incorporates always-changing photos sent in from its consumers. Jones Soda is sold through traditional beverage retailers and everywhere you'd never expect to find a soda. For more information visit [www.jonessoda.com](http://www.jonessoda.com) and [www.myjones.com](http://www.myjones.com).

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