

PRESS RELEASE

FOR IMMEDIATE RELEASE

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“THIN IS IN”: ULTRA THIN VEGETARIAN TOFURKY DELI SLICE LINE INTRODUCED!

HOOD RIVER, OR — Turtle Island Foods announced today the introduction of its new Ultra Thin Slice line of Tofurky Deli Slices. The ultra thin slicing is revolutionary in the vegetarian deli slice category in which Tofurky Hickory Smoked slices are already the category leader. Tofurky Deli Slices now fold over easier, just like turkey; unlike competing vegetarian slices that are thicker sliced and break when folded. “We expected our customers to enjoy getting a few more sandwiches out of a package but we were surprised how much they loved the texture and flavor of the new slices”, commented Seth Tibbott, National Marketing Director.

Ultra Thin Sliced Tofurky Deli Slices will start shipping to stores in mid July and will be available in 6 flavors--Italian Deli, Tofurky with Cranberry & Stuffing and “Philly Style” Steak, Oven Roasted, Hickory Smoked and Peppered Deli Slices. All 6 items are made with Organic Tofu as the soy protein and not the soy powders, or isolates used in similar products.

Each 5.5-ounce package will now have 50% more slices or 15 slices instead of 10.

In addition to these award-winning slices, the company also has won awards for its line of Tofurky Sausages—Beer Brats, Italian Sausage and Kielbasa, which are also leading their category in sales. Tofurky products are widely distributed at natural foods stores and supermarkets throughout the United States and Canada.
