



P R E S S R E L E A S E

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TOFURKY PRODUCTS NAMED AMERICA'S FAVORITE MEAT SUBSTITUTE IN NATIONAL POLL

HOOD RIVER, OR — VegNews, America's premier vegetarian lifestyle magazine, announces Turtle Island Foods as the 2004 Veggie Award Winner for "Favorite Meat Substitute". With thousands of readers voting for their favorite veg products, people and places in over 60 categories, this annual survey is the largest of its kind in the world. The awards showcase the best of vegetarian in categories ranging from soymilk, veggie burger and restaurant to celebrity, website and even most veg-friendly airline.

"Turtle Island Foods is a leader in the natural food industry and continues to develop high-quality vegetarian products. We are pleased to honor your accomplishments with a Veggie Award," said Publisher Joseph Connelly.

The award was specifically for Turtle Island's Tofurky brand, which includes roasts, deli slices, sausages and jerky. Made from organic soybeans and wheat protein, all Tofurky products are

100% vegan (containing no animal products whatsoever). Turtle Island Foods was founded on a \$2500 investment in 1980 in Forest Grove, Oregon and is now entering its 25th year. The first Tofurkys were sold in 1995 when 500 units were sold in Northwest natural foods stores. This year the company sold over 140,000 Tofurky roasts in the fall quarter. “This is a fabulous honor to be recognized in a poll such as this”, stated Seth Tibbott, Turtle Island’s founder and current president. “We go the extra mile to craft soy products with great tastes and textures and it is rewarding to all of us to win in this most competitive category.”

The VegNews Veggie Awards (<http://www.vegnews.com/veggieawards.html>) recognize excellence in the vegetarian industry. VegNews’ readers submit their ballots in August and September, and winners are announced in the holiday edition of the magazine. The annual celebration of the best that veg living has to offer has become the most popular feature in the publication. The issue is currently available on newsstands everywhere and through the magazine’s website, vegnews.com.

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