



The First Organic Heat-and-Eat Quinoa: New from Ancient Harvest

3 Protein-Packed Varieties Ready in 90 Seconds - No Gluten, GMOs, Rice or Fillers

BOULDER, CO (March 1, 2017) - No time to cook but want a delicious, complete-protein dish that goes from microwave to table in 90 seconds? Meet heat-and-eat Organic Quinoa from Ancient Harvest, the company that introduced the South American superfood to the U.S. more than 30 years ago. Each serving has up to 11 grams of protein with no GMOs, rice or fillers, preservatives, additives, or artificial flavors or colors, making it the new clean-food superstar of convenience foods.

Ancient Harvest's newest quinoa collection comes in three pre-cooked varieties: Organic Quinoa with Sea Salt, Organic Quinoa with Chickpeas & Garlic, and Organic Quinoa with Lentils & Garlic. Each variety contains simple, all-organic ingredients and is made with organic coconut oil, which has been linked to health benefits ranging from antibacterial and anti-inflammatory properties to weight loss and cholesterol control.

The line delivers roughly twice the amount of protein of rice-based ready-to-eat products - thanks to quinoa's status as one of the few plant foods that contains all nine essential amino acids - along with up to 9 grams of fiber.

Each 8 oz, BPA-free pouch contains two servings that are ready to eat with just 90 seconds in the microwave or warmed up in a skillet - ideal for an instant snack, mini-meal or side dish at home, work or on the road.



The new line will hit store shelves this summer at an MSRP of \$3.49. It is being sampled for the first time at Booth #5478, Hall E, Anaheim Convention Center, at the Natural Products Expo West conference that opens next week in Anaheim, CA.

About Ancient Harvest

Ancient Harvest was the first company to bring quinoa to the U.S. in 1983, helping establish it as one of the country's premier superfoods. Today the company's portfolio includes a wide range of organic, non-GMO, plant-based foods including multiple varieties of quinoa, pasta, mac and cheese, polenta, and hot breakfast cereals - all made from gluten-free 'power' ingredients ranging from quinoa, amaranth and millet to beans and lentils. For more information, visit www.ancientharvest.com.

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Market's Fastest-Growing Protein Pasta: POW! Pasta from Ancient Harvest

First-Ever Legume + Quinoa Pasta Brand Has No Fillers, Stabilizers or Gums

ANAHEIM, CA (March 8, 2017) - Tired of alternative pastas that deliver twice the protein and triple the fiber of traditional wheat noodles but have additives, thickeners or fillers like calcium sulfate, tapioca and xanthan gum? Ancient Harvest's gluten-free POW! Pastas not only eliminate those offenders (no more fake ingredients!) but also provide the market's first legume-and-quinoa noodles. That means you get a plant-based protein feast in every bite.

Result? The Ancient Harvest POW! Brand is the 52-week growth leader in the highly competitive protein pasta category, logging the fastest growth in both dollar sales and unit volume across natural, specialty and multi-outlet retail channels for the 52-week period ending January 22, 2017. That's a major achievement for a market segment that is driving all the growth in the gluten-free pasta category, thanks to exploding demand for pasta alternatives.

With up to 25 grams of protein and 12 grams of fiber per 3.5 serving, the POW! lineup includes eight family-friendly options. Choose from:



- **Five POW! Pasta shapes** – Black Bean Elbows, Green Lentil Penne, Red Lentil Rotini, Green Lentil Spaghetti and Red Lentil Linguini – each made with just two or three whole-food ingredients with no fillers, stabilizers, gums or added sodium. They're also gluten-free, non-GMO, kosher, vegan, and lower in sugar than most competitive brands. (MSRP \$2.99)
- **Three POW! Mac & Cheese varieties** – Mild Cheddar Elbows, Sharp Cheddar Shells and White Cheddar Shells – with cheesy, gluten-free, red lentil and quinoa noodles that even the pickiest eaters will love. All three SKUs have less sodium, fat and sugar content than most other non-wheat mac and cheese products and are made from non-GMO and organic ingredients including organic quinoa and cheese. (MSRP \$2.99)

Distribution ranges from natural food retailers like Earth Fare, Gelsons, Sprouts and Whole Foods to conventional groceries like Giant Eagle, Jewel, Kroger, Meijer and Roundy's.

Ancient Harvest is sampling its POW! Mac & Cheese products at Booth #5478, Hall E, Anaheim Convention Center, at the Natural Products Expo West conference that opens today in Anaheim. More information on the line is available at pow.ancientharvest.com.

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