



NEWS RELEASE

Happy Planet introduces four new Canadian-inspired soups *Celebrating the most delicious flavours Canada has to offer*

VANCOUVER, BC – September 10, 2013 – Happy Planet, the brand leader for fresh soups in Western Canada, is proud to announce the launch of four new soup flavours inspired by the ingredients in Canadian consumers' own backyards. The new soups feature locally grown vegetables that create flavours reminiscent of made-from-scratch recipes: Fraser Valley Mushroom and Mascarpone; Chilliwack Broccoli and Cheddar; Montérégie Potato and Leek; and Chatham Carrot and Ginger.

“We wanted to create soups with fresh ingredients that consumers would use at home, without compromising on quality or taste,” said Happy Planet founder Randal Ius. “Each soup flavour features a vegetable from a specific region to celebrate the tastes of Canada. We highlight the earthy and rich mushrooms from the Fraser Valley; the fresh and vibrant Broccoli from Chilliwack; the creamy and hearty potatoes from Montérégie; and the sweet and flavourful carrots from Chatham-Kent. Canada is abundant with delicious and fresh produce; these new soup flavours celebrate that.”

The addition of these new soups is a continuation of Happy Planet's quest to offer food and juices that are all natural and delicious; creating recipes that evoke homegrown and homemade flavours.

The new soups are now available in the refrigerated sections of grocery stores nationwide. Other fresh soups offered by Happy Planet include: Mediterranean Minestrone, Somerset Garden Pea, Tuscan Tomato, Moroccan Chickpea, Indian Split Pea, Thai Coconut, Louisiana Corn Chowder and Berkeley Butternut Squash. All Happy Planet soups contain natural ingredients and are gluten free.

About Happy Planet: *Two boys with big dreams. Gregor Robertson's family farm outside of Vancouver grew lovely organic carrots. In 1984 along with his friend Randal Ius and a big blender they started making natural juices and smoothies to give city people a taste of the country. They called their business Happy Planet. Today Happy Planet is Canada's leading all natural food and juice company. They still make juices and smoothies. They make delicious natural and organic soups too. They've not made all the planet happy yet, but it's a good start.*