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**FOR IMMEDIATE RELEASE**

## **GoPicnic All-Natural, Ready-to-Eat Peanut Butter + Crackers Meal Gets Wrapped Up in Whole Foods Market Gift Box**

*'The Gift of Grub' Packs up Convenient Meal Alternative to Spread Holiday Cheer to All Snackers*

CHICAGO – October 29, 2010 – [GoPicnic's](http://GoPicnic.com) all-natural Peanut Butter + Crackers meal has been chosen by Whole Foods Market to be included in their first-ever [Gift of Grub](#) gift box. With GoPicnic, Whole Foods Market will offer the convenience of an all-natural balanced meal that is nutritious, flavorful and convenient, and requires no refrigeration or preparation.

GoPicnic ([www.GoPicnic.com](http://www.GoPicnic.com)), which is known as the leader and innovator in great-tasting meal solutions, only uses high-quality manufacturers for its products. The new all-natural [Peanut Butter + Crackers](#) features natural peanut butter, organic crackers, unsweetened applesauce, cheddar bunny crackers and gummy bears in one convenient and extremely portable package. Each meal boasts nine grams of protein, three grams of fiber and 430 calories. GoPicnic's all-natural product was recently selected as one of the Top 10 Editor's Picks in Foods for the Natural Products Expo East by the Natural Foods Merchandiser magazine.

"The Whole Foods Market *Gift of Grub* themed gift box is a unique collection of nine distinctive products that will provide an unparalleled gift experience to any snacker," said Julia Stamberger, CEO and President of GoPicnic. "We are excited to partner with a company that has a strong reputation for providing such high-quality products for 30 years and now looking for new ways to further enhance giving for online shoppers."

GoPicnic's all-natural products align nicely with Whole Foods Market standards, which means no trans fats, high-fructose corn syrup, added MSG, and artificial colors or flavors in any product. The Whole Foods Market *Gift of Grub* gift box is available at [www.wholefoodsmarket.com/giftbox](http://www.wholefoodsmarket.com/giftbox) for \$60.00.

For more information about GoPicnic's new all-natural meals, log on to [www.GoPicnic.com](http://www.GoPicnic.com). Join [GoPicnic on Facebook](#) or follow the company on [Twitter](#).

About GoPicnic®:

GoPicnic® was founded by Julia Stamberger in 2006 to create nutritious, delicious, ready-to-eat meals that have the added convenience of being shelf-stable, and require no refrigeration or preparation. GoPicnic's initial clients were major U.S. airlines wrestling with costly waste and customer-service issues



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from their buy-on-board fresh food–service programs. Recognizing the many benefits pre-packaged "picnic" meal programs brought to a wide array of other industries, GoPicnic expanded its offerings to reach consumers, retail outlets, hotels, and airports. For information about GoPicnic meals and programs, email [sales@gopicnic.com](mailto:sales@gopicnic.com) or call 773.328.2490. For more information about GoPicnic, visit [www.gopicnic.com](http://www.gopicnic.com).

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