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**FOR IMMEDIATE RELEASE**

**GoPicnic Launches Innovative Line of Ready-to-Eat Products with Four New All-Natural and Four New Classic Deli Meals at the International Home + Housewares Show**

***Five of GoPicnic Meals Meet Exploding Need for Tasty Gluten-Free Meal Solutions***

CHICAGO – March 6, 2011 – [GoPicnic](http://GoPicnic.com)<sup>®</sup>, the Chicago-based leader in great-tasting, flavorful meal solutions, will introduce four all-natural and four deli meals that are pre-packaged, ready-to-eat and require no refrigeration or preparation at the International Home + Housewares Show in Chicago, March 6-8, 2011. GoPicnic will be located at the GoPicnic ([www.GoPicnic.com](http://www.GoPicnic.com)) Booth S2471 in the McCormick Place Convention Center in Chicago, Illinois.

GoPicnic will offer the following new convenient menus, all with fewer than 500 calories per meal. Five of the eight meals are gluten-free, making them easy and safe on-the-go meal options for consumers with gluten sensitivity.

**Classic Deli Meals**

**Salami + Cheese**: A balanced meal featuring beef salami slices, organic crackers, Asiago cheese spread, fruit & nut mix and an organic dark chocolate sandwich cookie. The Salami + Cheese meal has 10 grams of protein, 2 grams of fiber and 370 calories. MSRP: \$4.99.

**Steak Nuggets + Cheese** (Gluten-Free): A balanced meal featuring beef steak nuggets, parmesan peppercorn cheese spread, multi-seed crackers, fruit & nut mix and Almond Roca toffee candy. The Steak Nuggets + Cheese meal has 13 grams of protein, 2 grams of fiber and 320 calories. MSRP: \$4.99.

**Turkey Pepperoni + Cheese** (Gluten-Free): A balanced meal featuring turkey pepperoni slices, multi-seed crackers, Asiago cheese spread, dried cranberries & pineapple and Almond Roca toffee candy. The Turkey Pepperoni + Cheese meal has 12 grams of protein, 2 grams of fiber and 290 calories. MSRP: \$4.99.

**Turkey Stick + Crunch** (Gluten-Free): A balanced meal featuring a turkey snack stick, bbq flavor chips, dried apricots, fruit & nut mix and an organic dark chocolate square. The Turkey Stick + Crunch meal has 9 grams of protein, 7 grams of fiber and 330 calories. MSRP: \$4.99.

## All-Natural Meals

[Peanut Butter + Crackers](#): A balanced meal featuring natural peanut butter, organic crackers, unsweetened applesauce, cheddar bunny crackers and gummy bears. The Peanut Butter + Crackers meal has 9 grams of protein, 3 grams of fiber and 430 calories. MSRP: \$4.99.

[Tuna + Crackers](#) (Gluten-Free): A balanced meal featuring lemon pepper tuna, multi-seed crackers, unsweetened applesauce, fruit & nut mix and an organic dark chocolate square. The Tuna + Crackers meal has 9 grams of protein, 5 grams of fiber and 330 calories. MSRP: \$4.99.

[Salmon + Crackers](#): A balanced meal featuring chili lime salmon, organic crackers, fruit & nut mix, dry roasted edamame and an organic dark chocolate square. The Salmon + Crackers meal has 22 grams of protein, 11 grams of fiber and 410 calories. MSRP: \$4.99.

[Hummus + Crackers](#) (Gluten-Free, Vegan and Kosher): A balanced meal featuring hummus dip, multi-seed crackers, dry roasted edamame, fruit & nut mix and an organic dark chocolate square. The Hummus + Crackers meal has 24 grams of protein, 12 grams of fiber and 410 calories. MSRP: \$4.99.

“GoPicnic meals are the ultimate solution for food portability and convenience, especially for people with busy lifestyles and for consumers requiring a special diet like gluten-free, kosher or vegan, all options offered in our complete selection of meals,” said Julia Stamberger, CEO and president of GoPicnic. “With an increasing demand for health and wellness on the go, GoPicnic offers unmatched portion-control options that are flavorful, nutritious and keep appetites in check. Each meal is compact enough to easily fit in a laptop bag, backpack or purse.”

GoPicnic partners with top-quality manufacturers to develop products featured in GoPicnic meals, including Late July Organics, Old Wisconsin and popchips. GoPicnic also features its own high-quality brands, including Sweet Perry Orchards and Copper Cowbell. All GoPicnic meals contain no artificial flavors or colors and no trans fats, high-fructose corn syrup or added MSG. GoPicnic all-natural products additionally contain no artificial preservatives. GoPicnic meals retail for \$4.99, and are available in Cost Plus World Market, Barnes & Noble College Bookstores, Wegman’s, TJ Maxx and select gourmet and specialty retail locations nationwide. Products are also available online at <http://www.GoPicnic.com> or the GoPicnic Amazon Store at <http://www.amazon.com>.

### **About GoPicnic<sup>®</sup>:**

Julia Stamberger founded GoPicnic, Inc. 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 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 and to purchase GoPicnic meals, visit <http://www.gopicnic.com>.

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