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FOR IMMEDIATE RELEASE

**GoPicnic Introduces New Care Packages to Make TLC Edible (and Easy)
*Convenient, portable, flavorful: four new ways to eat on-the-go***

CHICAGO – April 4, 2011 – [GoPicnic](http://GoPicnic.com)[®], the Chicago-based leader in delicious-tasting, flavorful meal solutions introduces four new creations: all are pre-packaged, ready-to-eat and require no refrigeration or preparation. Finally, a foodie’s dream for eating on-the-go – grandly – is answered! GoPicnic is hassle- and fuss-free food that tastes delicious, plus keeps your body feeling good, energized and excited. The clever care packages are a sweet and satisfying solution to sending a friend and loved one a bit of home. Two of the four new care packages are gluten-free, fulfilling an unmet demand for tasty gluten-free products in the marketplace.

The four new care packages, include:

[Tasty Treats Care Package](#) (Gluten-Free): includes six sweet-meets-salty snacks to please every palette. The package packs full, family-sized portions of Tasty Brand Organic Assorted Fruit Snacks, Banks Cracked Pepper Cassava Chips, Cinnabon[®] Almonds, Annie’s Homegrown Cocoa & Vanilla Bunny Cookies, St. Dalfour Gourmet on the Go Three Bean & Corn Salad and the classic, cult-favorite: GoPicnic Turkey Stick + Crunch ready-to-eat meal. MSRP: \$24.99-29.99.

[Comfort Food Care Package](#): includes seven oh-so-heavenly edibles, guaranteed to soothe, calm and create happiness from within. The package boasts full, family-sized portions of Peanut Butter & Co Dark Chocolate Dreams, Snack Factory Pretzel Crisps, Surf Sweets Sour Berry Bears, Annie’s Homegrown All-Natural Cheddar Bunnies Baked Snack Crackers, Biscoff All-Natural Cookies, Geraldine’s Santa Barbara Wedding Cookies. Plus, GoPicnic’s Turkey Stick + Crunch ready-to-eat meal. MSRP: \$24.99-29.99.

[Endurance Care Package](#) (Gluten-Free): includes nine items to boost your mind, body and spirit, compliments of this awesome protein-carb assortment, which features Jack Link’s Beef Steak Nuggets, Seapoint Farms Dry Roasted Edamame, Popchips All-Natural Potato Chips, Mareblu Naturals Trail Mix Crunch, Clif Shot Electrolyte Chews in Black Cherry, Clif C Raspberry Bar, Justin’s Maple Almond Butter, St. Dalfour Gourmet on the Go Salad; plus, GoPicnic Turkey Stick + Crunch ready-to-eat meal. MSRP: \$24.99-\$29.99.

[Study Fuel Care Package](#): includes seven items to keep your brain focused on the task at hand: making the grade! Perfect as a gift to self or your favorite student, this package houses a killer combination of yum: Clif Oatmeal Raisin Walnut Bar, Snack Factory Cinnamon Toast Pretzel Crisps, Late July Organic



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Cheddar Mini Sandwich Crackers, Sharkies Organic Energy Chews, Mrs. May's Cashew Crunch, St. Dalfour Gourmet on the Go Salad, and of course, GoPicnic Peanut Butter + Crackers ready-to-eat meal. MSRP: \$24.99-29.99

For consumers who love quick-and-easy, yummy-to-the-taste snacking, GoPicnic has four original care packages, two of which are gluten-free, offering great-tasting care packages for consumers with gluten sensitivity. Products include the GoPicnic Energy Boost Care Package (Gluten-Free), GoPicnic Anytime Care Package, GoPicnic Kids Fun Food Care Package (Gluten-Free) and the GoPicnic Pack Kids Lunchtime Favorites Care Package

The GoPicnic team hand-selects each food item with strict, careful criteria. "We want everything to be tasty, delicious and good for you. We partner with the highest quality food brands, companies that are about great ingredients and great-tasting food. All of our products are free from trans fat, high fructose corn syrup, added MSG and artificial colors or flavors; we also avoid artificial preservatives wherever possible." explains GoPicnic CEO Julia Stamberger.

To purchase GoPicnic products, visit www.GoPicnic.com. Join [GoPicnic on Facebook](#) or follow the company on [Twitter](#).

About GoPicnic®:

Founded by Julia Stamberger in 2006, GoPicnic® had a simple mission: 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. GoPicnic also offers a full-service fundraising program for schools and other non-profit organizations. For information about GoPicnic meals and programs, email sales@gopicnic.com or call 773-328-2490. For more information about GoPicnic, visit www.gopicnic.com.

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