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FOR IMMEDIATE RELEASE

GoPicnic Introduces 12 Gluten-Free Goodies
Fabulous Flavors – Ultimate Life Savers – for Celiac Disease Sufferers

CHICAGO – April 15, 2011 – [GoPicnic](http://GoPicnic.com)[®], the Chicago-based leader in delicious-tasting meal solutions recently added 12 gluten-free creations to its roster: all pre-packaged, ready-to-eat and require no refrigeration or preparation. The result: serious satisfaction for Celiac Disease sufferers everywhere.

“Celiac disease affects more than two million Americans, making the need for high-quality, great-tasting food of prime importance – specifically, on-the-go eating to maintain health and happiness,” said Julia Stamberger, President and CEO of GoPicnic. “GoPicnic is hassle- and fuss-free food that tastes amazing – especially essential if you’re unable to eat gluten.”

Perfect for May’s Celiac Disease Awareness Month, GoPicnic gluten-free selection includes:

Tuna + Crackers: An all-natural, balanced meal featuring GoPicnic Lemon Pepper Tuna Spread, Crunchmaster Multi-Seed Crackers, Sweet Perry Orchards Trek Trio Fruit & Nut Mix, Sweet Perry Orchards Natural Applesauce and Terra Nostra Dark Chocolate Square. The Tuna + Crackers all-natural meal has 9 grams of protein, 5 grams of fiber and 330 calories. MSRP: \$4.99

Hummus + Crackers: A all-natural, balanced meal featuring Wild Garden Hummus Dip, Crunchmaster Multi-Seed Crackers, Sweet Perry Orchards Baja Blend Fruit & Nut Mix, Seapoint Farms Dry Roasted Edamame, Terra Nostra Organic Dark Chocolate Square. The Hummus + Crackers all-natural meal has 24 grams of protein, 12 grams of fiber and 410 calories. MSRP: \$4.99

Steak Nuggets + Cheese: A balanced meal featuring Jack Link's Premium Cuts Original Beef Steak Nuggets, Crunchmaster Multi-Seed Crackers, Copper Cowbell Parmesan Peppercorn Gourmet Cheese Spread, Sweet Perry Orchards Ginger Zip Fruit & Nut Mix, Brown & Haley Almond Roca Buttercrunch 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: A balanced meal featuring Bridgford Turkey Pepperoni, Crunchmaster Multi-Seed Crackers, Copper Cowbell Asiago Gourmet Cheese Spread, Mariani Dried Cranberries & Pineapple, Brown & Haley Almond Roca Buttercrunch 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](#): A balanced meal featuring a Old Wisconsin Turkey Snack Stick, Popchips Barbeque Potato Chips, Mariani Ultimate Dried Apricots, Sweet Perry Orchards Baja Blend Fruit & Nut Mix, Terra Nostra Organic Dark Chocolate Square. The Turkey Stick + Crunch meal has 9 grams of protein, 7 grams of fiber and 330 calories. MSRP: \$4.99

[Steak Nuggets, Chips + Salsa](#): A balanced meal featuring Jack Links Steak Nuggets, Late July Organic Sea Salt Multigrain Snack Chips, Frontera Roasted Tomato Salsa, Seapoint Farms Dry Roasted Edamame, Sweet Perry Orchards Baja Blend Fruit & Nut Mix, Brown & Haley Almond Roca. The Steak Nuggets, Chips + Salsa has 26 grams of protein, 9 grams of fiber and 480 calories. MSRP: \$6.99

[Tuna + Hummus](#): A balanced meal featuring GoPicnic Lemon Pepper Tuna Spread, Crunchmaster Multi-Seed Crackers, Sweet Perry Orchards Trek Trio Fruit & Nut Mix, Sweet Perry Orchards Natural Applesauce, Terra Nostra Dark Chocolate Square. The Tuna + Hummus has 13 grams of protein and 7 grams of fiber. MSRP: \$6.99

[Turkey Pepperoni + Cheese](#): A balanced meal featuring Bridgford Turkey Pepperoni, Crunchmaster Multi-Seed Crackers, Copper Cowbell Asiago Gourmet Cheese Spread, Mariani Dried Cranberries & Pineapple, Brown & Haley Almond Roca Buttercrunch Toffee Candy. Turkey Pepperoni + Cheese has 14 grams of protein, 6 grams of fiber and 420 calories. MSRP: \$6.99

[Tasty Treats Care Package](#): 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 Salad and the classic, cult-favorite: GoPicnic Turkey Stick + Crunch ready-to-eat meal. MSRP: \$24.99-\$29.99

[Endurance Care Package](#): 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

[GoPicnic Energy Boost Care Package](#): Features eight products total. Includes seven full family-size packages of GoPicnic's most delicious gluten-free foods - Wild Garden Hummus Dip, Crunchmasters Multi-Seed Crackers, Popchips All-Natural BBQ Potato Chips, Mareblu Naturals Trail Mix Crunch, Sheffa Zesty Snack Mix, Sharkies Organic Energy Chews, GoPicnic Steak Nuggets + Cheese Ready-to-Eat Meal. MSRP: \$24.99-\$29.99

[GoPicnic Kids Fun Food Care Package](#): Features six products total. Includes full family-size packages of tasty gluten-free treats such as Old Wisconsin Turkey Bite, Popchips All-Natural Potato Chips, Surf Sweets Gummy Bears, Mrs. May's Sunflower Crunch, Enjoy Life Very Berry Bars, GoPicnic Turkey Stick + Crunch Ready-to-Eat Meal. MSRP: \$24.99-\$29.99



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The GoPicnic team hand-selects each food item with strict, careful criteria. “It could be difficult enough to have a gluten sensitivity but even more challenging to find tasty, delicious foods that are also good for you. We truly care about what goes into each specific package, which is why we use only high-quality manufacturers. All GoPicnic products are free from trans fat, high fructose corn syrup or added MSG; we also avoid artificial colors and flavors,” explains GoPicnic CEO Julia Stamberger.

To purchase GoPicnic products, visit www.GoPicnic.com or the GoPicnic Amazon store at <http://www.amazon.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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