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**FOR IMMEDIATE RELEASE**

**GoPicnic Debuts Innovative Line of Ready-to-Eat Meals with Four New All-Natural and Four New Classic Deli at the National Automatic Merchandising Association (NAMA) OneShow 2011**

***Five GoPicnic Meal Solutions Reflect the Tastes, Flavors and Nutrition Gluten-Free Consumers Crave, Setting the Gold Standard for Great-Tasting, Portable Gluten-Free Meals***

CHICAGO – April 27, 2011 – [GoPicnic](http://GoPicnic.com)<sup>®</sup>, the Chicago-based leader in great-tasting, flavorful meal solutions, will sponsor a booth at the Annual NAMA OneShow to showcase the company's new line of all-natural and deli meals that are pre-packaged, ready-to-eat and require no refrigeration or preparation. The OneShow will take place April 27-29 at the McCormick Place North Hall in Chicago, IL. Representatives from GoPicnic ([www.GoPicnic.com](http://www.GoPicnic.com)) will be on hand to greet attendees at Booth 1134.

“With an increasing demand for health and wellness on the go, GoPicnic offers the perfect grab & go option for foodservice and vending operators looking for compact and easy to merchandise meal solutions at workable price points,” said Julia Stamberger, CEO and president of GoPicnic. “Our portable and convenient shelf-stable meals are ideal for people with busy lifestyles and for consumers requiring special diets like gluten-free, kosher or vegan.”

GoPicnic's complete, nutritionally balanced meals include:

**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 offers nutritionally balanced meals all with fewer than 500 calories each. Five of the eight meals are gluten-free, fulfilling a key customer desire for tastier, flavorful meals options. 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's food experts work directly with foodservice operators to tailor the right menu selection for their convenience-oriented customers or can also design customized meal solutions to meet their retail goals. To learn more about how to purchase GoPicnic meals for your foodservice operation, visit [www.GoPicnic.com](http://www.GoPicnic.com) or email [sales@gopicnic.com](mailto:sales@gopicnic.com).



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**About GoPicnic®:**

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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