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FOR IMMEDIATE RELEASE

**GoPicnic to Exhibit Innovative Line of Ready-to-Eat Products All-Natural Meals
at National Restaurant Association Show in Chicago**
*Two of Four GoPicnic All-Natural Meals Meet Exploding Need for
Tasty Gluten-Free Meal Solutions*

CHICAGO – May 21, 2011 – [GoPicnic®](http://gopicnic.com), the Chicago-based leader in great-tasting, flavorful meal solutions, will introduce four all-natural meals that are pre-packaged, ready-to-eat and require no refrigeration or preparation at National Restaurant Association Show in Chicago on May 21-24, 2011. GoPicnic will be located at Booth 1170W in the McCormick Center.

GoPicnic will offer the following new convenient menus, all with fewer than 500 calories per meal. Two of the four all-natural are gluten-free, making them easy and safe [meal on-the-go](#) option for consumers with gluten sensitivity.

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’s all-natural 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,” said Julia Stamberger, CEO and president of GoPicnic. “With an increasing demand for health and wellness on the



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go, GoPicnic offers unmatched portion-control options that are all-natural, flavorful, nutritious and keep appetites in check. Each all-natural meal is compact enough to easily fit in a laptop bag, backpack or purse for a [quick, healthy meal](#) on-the-go.”

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 all-natural meals contain no artificial flavors, artificial preservatives or colors, and no trans fats, high-fructose corn syrup or added MSG. GoPicnic meals retail for \$4.99, and are available in select retail locations nationwide and online at <http://www.GoPicnic.com> or the GoPicnic Amazon Store at <http://www.amazon.com>.

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 or call 773.328.2490. For more information about GoPicnic and to purchase GoPicnic meals, visit <http://www.gopicnic.com>.

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