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**FOR IMMEDIATE RELEASE**

**GoPicnic Receives the Retailers' Choice Award for Manufacturing Innovation**  
*GoPicnic's Eight New All-Natural and Deli Meals Gain New Fans from the  
Hardware, Home Improvement and Tailgating Industries*

CHICAGO --May 30, 2011 -- [GoPicnic](http://gopicnic.com)<sup>®</sup>, the Chicago-based leader in delicious ready-to-eat meal solutions, announced today it has won the [Retailers' Choice Award](#) from [Hardware Retailing magazine](#). The Retailers' Choice Award honors the hardware industry's manufacturing innovations. A panel of distinguished home improvement retailers selected 30 award winners from the thousands of items on the show floor at the 2011 [National Hardware Show](#).

"GoPicnic is honored to receive national recognition as one of the top innovators in the hardware and home improvement sector for our eight new all-natural and deli meals," said Julia Stamberger, CEO and President of GoPicnic. "GoPicnic is dedicated to providing nutritionally balanced, portable and delicious [ready-to-eat meals](#) that have the added convenience of being shelf-stable with no refrigeration or preparation required."

GoPicnic has received rave reviews from hardware and home improvement retailers who praise the product for its variety, convenience and great taste. Five of GoPicnic's eight nutritionally balanced meals are gluten-free, fulfilling a previously unmet need in the marketplace for delectable, safe, on-the-go meals for consumers with gluten sensitivity. Each GoPicnic meal is less than 500 calories and can easily fit into a workbag, backpack or toolkit and taken along to be enjoyed whenever hunger strikes. Because the meals are shelf-stable, they can be merchandised anywhere in the store, including check-stands and snack aisles, allowing hardware retailers to offer their busy, active customer base a full meal solution that can be eaten on the go.

"New products are the lifeblood of the industry. The Retailers' Choice Awards program recognizes the top products each year at the National Hardware Show<sup>®</sup> that demonstrate strong sales potential at retail. The award also creates a strong bond between retailers and manufacturers due to the fact that retailers choose the winners," says Scott Wright, NRHA's vice president of member services.

GoPicnic partners with top-quality manufacturers to develop products featured in GoPicnic meals, including Crunchmasters, Old Wisconsin, popchips and Almond Roca. 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 all-natural meals additionally contain no artificial preservatives.

GoPicnic meals retail for \$4.99, and are available in select hardware, home improvement 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®:**

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 requiring 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>.

**About Retailers' Choice Awards:**

For the past three decades NRHA and Hardware Retailing magazine have sponsored the Retailers' Choice Awards, celebrating the hottest new products of the year that not only offer innovation but provide great sales and business potential for retailers. Each year a volunteer panel of retail judges scours the floor at the National Hardware Show® to find the latest and greatest products on display. Check out the July Issue of Hardware Retailing for a full list and information on each of this year's winners.

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