



Alan Hilowitz
Ready Pac Foods
newsroom@readypac.com
+1.626.678.2222

Ready Pac Foods Packed You Lunch! Introducing New Fresh Prep'd™ Soup Kits and Wrap Kits

Irwindale, Calif., October 5, 2017 – Your life is packed with everything from carpools to work to kids and pets to errands and more – and it's hard to eat healthy when you are juggling so much. Ready Pac Foods, the brand that helps give you the freedom to eat healthier, has packed you lunch with the launch of their new **Fresh Prep'd™ Soup Kits** and **Fresh Prep'd™ Wrap Kits**. The two new innovative lines, each a complete lunch you prepare yourself in minutes, were created for health-conscious, yet time-starved, flavor-seeking consumers, and can be found in the refrigerated produce or deli case where you buy groceries.

“Our Fresh Prep'd line is a totally innovative new take on lunch favorites. Consumers want meal options that are fresh, tasty, filling and convenient,” said Ready Pac Foods Chief Marketing Officer Galit Feinreich. “With our new Fresh Prep'd Soup Kits and Wrap Kits, everything you need for a delicious, veggie-packed meal comes ready to prepare and customize exactly how you like it – and delivers flavors and textures at their peak – in just minutes.”

Fresh Prep'd Soup Kits are both tasty and satisfying and come with everything you need – including the spoon – to prepare a flavorful soup that tastes homemade. Each soup is a complete meal with 250 calories or less, 11-18 grams of protein and at least a half-cup of crisp, fresh vegetables. Fresh Prep'd Soup Kits are the first of their kind in fresh soups, as they are never pre-cooked, but prepared by you right before enjoying.

All of the ingredients in the single-serve kit are prepped and separated to maintain a fresh, crisp flavor. To prepare the soup, consumers combine ingredients in the microwave-safe bowl, add water and microwave for three minutes. The soup kits are available in five varieties, including: Chicken Tortilla, Vegetarian Tuscan White Bean, Asian Inspired Beef, Italian Style Wedding and Chicken Noodle.

Fresh Prep'd Wrap Kits feature bold flavors and come with everything you need to make a fresh wrap, including high-quality lean meats and cheeses, amazing sauces, fresh vegetables and, of course, a soft tortilla. Each wrap delivers a satisfying meal in 470 calories or less with 13-23 grams of protein and ½ to ¾ cup of vegetables. Differing from pre-prepared wraps, Fresh Prep'd™ Wrap Kits are assembled right before eating allowing for a made-to-order taste with a crisp, crunchy vegetables and fresh – not soggy – tortilla.

Each of the ingredients is prepped and separated for great flavor, crispness and freshness. Simply combine ingredients in the container, place inside the tortilla and wrap for a delicious, satisfying lunch in under a minute. Visit www.howtowrapawrap.com for tips! The kits come in a variety of flavors, including: Bacon & Garlic Caesar, Buffalo Style Ranch, Thai-Style Peanut, Southwest Style Ranch and Vegetarian Roasted Vegetable & Feta.

Fresh Prep'd™ Soup Kits (SRP \$4.99) and Fresh Prep'd Wrap Kits (SRP \$4.99) are available now in the refrigerated deli or produce case where consumers buy groceries nationwide, as well as online at Amazon Fresh.

The Fresh Prep'd™ brand joins the company's other fresh prepared meals, such as Bistro Bowl® and elevĀte™ single-serve salads and Ready Pac Foods® complete salad kits and blends. Visit readypac.com for information and nutrition information for all products.

About Ready Pac Foods

Home of the original Bistro Bowl® complete meal salad, Southern California-based Ready Pac Foods, a wholly-owned subsidiary of Bonduelle (BON.PA), has been giving people the freedom to eat healthier for nearly 50 years. As a premier producer of convenience fresh foods and fresh cut produce and with processing facilities throughout the United States, Ready Pac Foods manufactures a complete range of products featuring fresh produce and protein under the company's Ready Pac Foods®, Bistro®, Ready Snax®, Cool Cuts®, elevĀte™ and Fresh Prep'd™ brands. Offerings include fresh-cut salads, soup kits, wrap kits, fruits, vegetables and fresh snacking options available where consumers buy groceries and in restaurant chains across North America. For more information, visit www.readypac.com or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

###