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CALIFORNIA NATURAL PRODUCTS INTRODUCES NEW TETRA GEMINA® ASEPTIC PACKAGE TO NORTH AMERICA

North America's first roll-fed gable top shaped package is a hit with consumers

LATHROP, Calif. (November 15, 2012)—California Natural Products (CNP), America's leader in the production of high quality aseptic products for leading brands and retailers, announced the first production in North America for the innovative new Tetra Gemina® Aseptic package. This breakthrough product, available in a 1.5 liter size (50.7oz), is designed to bring the high quality of Tetra aseptic packing to multi-serve beverage and liquid products. The Gemina package also delivers exceptional holding and pouring performance for consumers.

“Americans like and value innovation,” said Pat Mitchell, founder and President of California Natural Products. “We are confident that consumers will enjoy a broad range of beverages in this new and more convenient package. The addition of Gemina technology is part of our program to develop new packaging solutions that meet both customer and consumer needs.”

The new Tetra Gemina package has been shown to be popular with consumers. Independent research in eight markets using a sample base of over 1,500 consumers shows that the Tetra Gemina Aseptic package delivers an attractive design, excellent functionality and product differentiation. This research also confirmed that the package's unique top and distinctive shape combined with easy handling and high pouring performance provides convenience to the end user.

According to Mr. Mitchell, “with this package, CNP contract manufacturing and private label customers will benefit from strong shelf impact and the advantages of ambient distribution, at a competitive cost. The unique benefits of the package also allow our co-pack and private label customers to take advantage of the lower cost benefits of an aseptic package in storage and distribution, while selling a product in the chilled section in a familiar looking, convenient package. We are very excited about this expansion to CNP's product portfolio. Our goal is to be always at the leading edge of food technology, both with the Tetra Gemina Aseptic package and with other innovations that we are adding to our capabilities.”

About California Natural Products

California Natural Products (CNP) produces a broad range of nutritional non-dairy beverages, nutritional drinks, soups, broths, teas, coconut waters and wine – all in environmentally sustainable flexible packages supplied by Tetra Pak®. CNP also makes a wide array of natural and organic ingredients used in hundreds of leading food products. The company was founded in 1980 by Pat Mitchell, a third-generation family farmer, and is headquartered on the original Mitchell property in northern California. CNP has developed many of the industry's iconic best-loved products, which are currently found in nearly every supermarket and natural foods store in the country. In 2009, CNP entered the branded products market with CalNaturale® wine, made with organic grapes, and CalNatural Svelte® protein shakes. For more information, visit www.cnp.com.

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