



**Contact:** Danielle Nuzzo  
Formula  
619-234-0345  
[nuzzo@formulapr.com](mailto:nuzzo@formulapr.com)

## **CALIFORNIA NATURAL PRODUCTS RELEASES FIRST-EVER CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORT**

*Leading Producer of Aseptic Products Identifies Company's Key Efforts to Support Health & Wellness of Consumers, Communities and the Environment*

LATHROP, Calif. (August 2, 2011)—California Natural Products (CNP), America's leader in the production of high quality aseptic products for leading brands and retailers, today released its first-ever Corporate Social Responsibility (CSR) Report, which outlines its efforts to improve the health and wellness of consumers, support its local community and employees, and champion sustainable practices for the benefit of the environment.

“Our mission is to support consumers’ healthy lifestyles by creating the best-tasting, nourishing and convenient foods and beverages at a great value, without compromising on quality or the environment,” said Pat Mitchell, president and founder of California Natural Products.

“Conducting business in a socially responsible manner is vital to our success in meeting these expectations, and providing nutritious offerings that consumers can feel good about enjoying on many levels. Our CalNaturale Svelte protein shakes and premium wines are the most recent examples of our consumer CSR focus.”

Three key areas of focus outlined within the company’s CSR Report are as follows:

- **Consumers:** California Natural Products is committed to helping improve the health and wellness of consumers by producing more than 400 nutritional products available in grocery stores and natural food retailers worldwide. Offerings such as Svelte™, with its 16 grams of protein from fresh organic soymilk, and CalNaturale wine, made from organically-grown grapes, bring a great value to consumers in addition to great taste and flavor variety.
- **Community:** To be a good citizen in the community, California Natural Products uses millions of pounds of locally-grown, certified organic and natural rice, fruits and vegetables each year, in addition to sourcing tropical ingredients from international farmers. The company also takes care to provide its employees with fair wages and create a safe work environment. Its current safety record is five times greater than the average among food processors in California.\*
- **Environment:** California Natural Products is placing a strong emphasis on supporting sustainable practices and being transparent about its efforts and accomplishments, including its recent installation of a unique recycling solution called a draining bailer, which will reduce the company’s solid waste by up to 70 percent. California Natural Products supports more

than 6,000 acres of organic farmland and produces all products in environmentally respectful Tetra Pak® packaging systems, which are recyclable in more than 30 percent of U.S. communities according to the Carton Council. Additionally, the company has instituted programs to conserve paper and wood—reducing timber usage by the equivalent of 110 forested acres per year.

To review this CRS Report in its entirety, or to learn more about CalNaturale products, visit [www.sveltebrand.com](http://www.sveltebrand.com) and [www.calnaturalewine.com](http://www.calnaturalewine.com).

*\* Source: California Department of Industrial Relations – Division of Labor Statistics and Research*

### **About California Natural Products**

California Natural Products (CNP) produces a broad range of nutritional, organic and natural rice and soy beverages, nutritional drinks, soups, broths, teas and wine—all in environmentally-sustainable flexible packages supplied by Tetra Pak®. In addition, CNP produces certified organic and natural ingredients. 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 and best-loved products, which are currently found in nearly every supermarket and natural foods store in the country. The company is also one of the nation’s largest purchasers of organic rice. In 2009, CNP entered the branded products market with CalNaturale® wine and now produces CalNaturale Svelte®, an all-natural protein shake. For more information, visit [www.cnp.com](http://www.cnp.com).

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