



FOR IMMEDIATE RELEASE

Truitt Brothers Products Meet Requirements for Child Nutrition Labeling Program

Vegetarian Chili and Spaghetti and Meat Sauce Are USDA-Certified For Healthy School Lunch Programs

SALEM, Ore. – August 22, 2011 – Truitt Bros., Inc., the Northwest-based Food Alliance certified food processor and packaging innovator, introduces certification from the Child Nutrition (CN) Labeling Program for two of its foodservice products. Truitt Bros. Vegetarian Chili and Spaghetti and Meat Sauce, available in 6-1/2 pound shelf-stable pouches, have been approved to carry the CN label, which recognizes products evaluated by the USDA to measure their contribution toward the meal pattern requirements under the food-based menu planning options of the CN Programs. The labels, easily identified by a distinct border that includes the CN logo, a 6-digit product identification code and meal pattern contribution statement, are awarded by the USDA through a voluntary federal labeling program operated in accordance with Food and Nutrition Service (FNS) requirements and oversight.

Both products are prepared from scratch and packaged in Truitt Bros. Food Alliance certified processing facility, where the convenient flexible pouches are thermally sterilized. A shorter cooking time than is necessary for jarred and canned food ensures that the contents of the pouch are nutritious and safe while enhancing texture, color and flavor. The method also eliminates the need for additives and preservatives traditionally used to extend shelf life. The Vegetarian Chili goes one step further by meeting the 2012 and 2014 guidelines for the National Salt Reduction Initiative (NSRI), which calls for reduced sodium per 100g serving and aims to decrease our salt intake by 20% over the next 5 years.

The lightweight pouches are manufactured in a way that is respectful of the environment and natural resources, and can be held at room temperature while keeping light and air out more efficiently than glass and cans. Easy-to-store and prepare, the shelf-stable pouches can be heated to serving temperature in as few as fifteen minutes, and unopened heated bags can be safely cooled and stored for later use.

“Truitt Bros. Vegetarian Chili and Spaghetti and Meat Sauce are healthy, delicious and satisfying products. We’re proud of the fact that they now carry a CN label, signaling that they meet the criteria set forth by the USDA/FNS to ensure that school children are fed a certain quality of food with distinct nutritional benefits,” said Peter Truitt, co-founder of Truitt Bros.

About Truitt Bros., Inc. | www.truittbros.com

Co-founded and operated by brothers David and Peter Truitt, Truitt Bros. is a third-generation family-owned food processor with operations in Salem, Oregon and New Bernstad, Kentucky. Leaders in bringing quality and innovation to the industry, the company provides shelf stable products for a wide variety of establishments, from restaurants and businesses to health care and retailers. As part of their commitment to preservation of natural resources, as well as positive employee relations and environmentally responsible manufacturing practices, Truitt Bros. became the first food processor in the country to earn Food Alliance certification in May of 2006. In 2010, the company was recognized as one of Oregon's leaders in sustainable approaches to business and honored by Governor Kulongowski with an Oregon Sustainability Award.

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