



**Contact:**

Debby Fortune, Fortune PR  
510-548-1097,  
debby@fortunepublicrelations.com

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Background

## About Amy's Kitchen

The founders of Amy's Kitchen didn't set out to create the nation's leading natural frozen food brand. What interested Andy and Rachel Berliner was making delicious, convenient vegetarian meals that they enjoy, and sharing them with other busy families.

In 1987, before the natural foods category exploded from niche market to mainstream, and before a natural food category existed, this husband and wife team created a company based on their belief in organic, healthful foods.

Having invented the category, the little family business begun in a converted barn on a Sonoma County ranch and named for a newborn baby girl has grown into the industry leader, offering over 160 natural and organic products and dishing up 5 million meals each month.

"We'd both been vegetarians for 20 years before Amy came along," recalls company president Andy Berliner, referring to his 22 year-old daughter. "Suddenly there was no time to shop and prepare for the garden-fresh, organic vegetables we loved. We knew we weren't the only family in that position."

Before long, the Berliners made a startling discovery: vegetarians aren't the only ones who enjoy Amy's Kitchen meals; millions of families, students, workers, and kids do, too.

"Everyone, it seems, appreciates great-tasting food that's simple to prepare," says Rachel Berliner, co-founder of Amy's Kitchen. "What matters to most people is not that our food is vegetarian, or that it's made from organic ingredients. People buy Amy's for its quality, convenience, and above all, taste."

Now celebrating their 24<sup>th</sup> anniversary, Amy's Kitchen offers frozen entrées, pot pies, whole meals, bowls, pizzas, burgers, snacks, pocket sandwiches, burritos and toaster pops. In July 1999, the company introduced a grocery line that now includes canned soups, beans and chili, as well as jarred pasta sauces and salsa.

More....



Kitchen Inc.

P.O. Box 4759 Petaluma, California 94955 (707) 578-7188

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Many of the products are gluten-free, dairy-free, vegan or low-fat. Amy's has been introducing many of the best-selling products in a Light in Sodium version to aid those watching their sodium in-take.

Most of Amy's Kitchen's products are microwaveable. Many come in single-serve portions, including the best selling pizzas. All are produced in the company's two production facilities in Santa Rosa, California and Medford, Oregon; to ensure quality, Amy's never co-packs or contracts production to outside suppliers.

Amy's Kitchen uses certified organic ingredients, including vegetables, grains and fruits grown without pesticides. Fats are used sparingly and selectively; dairy products are made with pasteurized rBST hormone-free milk and do not contain animal enzymes or rennet. No dishes contain meat, fish, poultry or eggs. Amy's products are non-GMO and do not contain hydrogenated fats or oils.

The company's growth closely parallels the growth of the American natural foods marketplace, which is increasing at a rate of 10 to 15 percent per year, making it one of the largest and fastest growing retail food categories.

Amy's Kitchen products are available at natural foods and grocery stores, warehouse and club stores, and leading supermarkets throughout North America, Europe and Australia.

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