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**READY-TO-EAT TOFU SHIRATAKI NOODLES
IN TWO FLAVORS MARK DEBUT OF GOURMET
So-Yah!™ PRODUCT LINE FROM HOUSE FOODS**



**House Foods America Launches
So-Yah! Product Line At Natural Foods Expo West**



Garden Grove, California, March 8, 2010— House Foods America, tofu specialists since 1983, is debuting So-Yah!, a new line of gourmet soy products at the Natural Products Expo West in Anaheim on Friday, March 12. The product line kicks off with ready-to-eat Tofu Shirataki Noodles available nationwide in two flavors: Creamy Coconut Curry and Red Vindaloo Curry. Free of preservatives, MSG, and cholesterol, this high-fiber, vegetarian meal contains less than 200 calories per serving and is ready-to-eat after just 90 seconds in the microwave. House Foods plans to add additional products to the So-Yah! line in the near future.

“We created the So-Yah! line in response to demand for convenient and healthy soy products that deliver on flavor,” said Yoko Difrancia, marketing manager at House Foods. “It was natural to launch the line with Tofu Shirataki Noodles, which have become a popular staple among health conscious consumers and with curry flavors given House Foods’ popular curry products and Curry House restaurants.”

So-Yah! Tofu Shirataki Noodle meals will be available at health food stores and supermarkets nationwide alongside House Foods’ original Tofu Shirataki Noodles. Projected distribution targets include: Whole Foods, Ralphs, Sprouts, Henry’s, and other natural foods stores and mainstream supermarkets. The meals are perfect for home, work, or on-the-run. House Foods channels the flavors of South East Asia and India to create these satisfying meals featuring Shirataki Noodles alongside a vegetable medley of

chickpeas, bell peppers, and carrots. The Creamy Coconut Curry combines the smooth, rich flavors of coconut milk with a touch of ginger while the Red Vindaloo Curry tantalizes the taste buds with bold spices such as cayenne pepper and paprika in spicy tomato based sauce.

House Foods first introduced Tofu Shirataki Noodles in the United States in 2004 and has since seen them explode in popularity and even endorsed by celebrities such as Hungry Girl Lisa Lillien. These uniquely textured noodles are made from blending pureed Tofu and the root of the Konnyaku, a member of the yam family grown in Asia. The word "shirataki" means "white waterfall," describing the appearance of the noodles. This acclaimed pasta alternative weighs in at only 20 calories and 3 grams of carbs per serving, lending itself to an array of guilt-free dishes from Asian to Italian cuisine.

About So-Yah! Tofu Shirataki Noodles

Creamy Coconut Curry

Red Vindaloo Curry

Suggested Retail Price: \$3.99



190 calories
10 grams of fat
5 grams of fiber
0 grams of cholesterol



150 calories
4 grams of fat
8 grams of fiber
0 grams of cholesterol

About House Foods America

Tofu specialists since 1983, House Foods America Corporation (HFAC) is dedicated to bringing you the most affordable, highest quality and widest range of the freshest, all-natural Tofu products. House Foods America uses only non-genetically modified soybeans grown in the US and specializes in making the best original, organic, and seasoned Tofu in five firmness levels from silken to extra firm. In a taste test conducted by the San Francisco Chronicle, House Foods Tofu was rated #1 and described as “creamy,” “tender” and “fresh-tasting”. For more information visit www.house-foods.com