



Press Contact: Shaina Zalma
Crier Communications
Tel: 310.274.1072 x203
shaina@crierpr.com

A Seductively Different Sardine

Wild Planet Wild Sardines: A Protein-Rich Source of Omega 3 and CoQ10

McKinleyville, CA – Unlike any sardine you've tasted, premium Wild Planet sardines are sustainably caught along the central California coastline from the same fishery which made Monterey's Cannery Row famous. These meaty, firm and flavorful whole portions are high in protein, loaded with calcium, phosphorus and iron and are an excellent source of Omega 3 and Coenzyme Q10.



Each tasty fish is cleaned, scaled, and packed in one of four delicious ways: in Extra Virgin Olive Oil; in Extra Virgin Olive Oil with Lemon; in Spring Water; and in Marinara Sauce. As with all Wild Planet Foods' sustainable seafood, there are absolutely no artificial ingredients or fillers, and the sardines are certified OU Kosher Pareve.

"Delectable on a sandwich, as a salad topper, in a Mediterranean-inspired antipasto platter or with pasta, sardines are becoming an increasingly popular sustainable protein choice," says Wild Planet Foods' CEO Terry Hunt. "In fact, we've found those serious about fitness have discovered sardines are great for weight training with their CoQ10, abundant Omega 3 and lean protein for muscle building."

Available at natural and mainstream markets across the country, Wild Planet Sardines carry an SRP of \$3.50 for each 4.375oz (125g) can.

About Wild Planet

With strict quality control from fishhook to store shelf, Wild Planet Foods' mission is to produce safe, nutritious, great-tasting, and sustainably fished seafood. 100% US owned and based in McKinleyville, CA, the company operates its own docks where selection and delivery of fish are taken directly from the fishermen, many of whom are also shareholders with the company. All species canned by Wild Planet -- Albacore, Skipjack, Shrimp, Salmon and Sardines -- are individually caught in their natural environment and are noted as *Best Choices* for sustainability by Monterey Bay Aquarium's Seafood Watch® program. For additional information, visit www.wildplanetfoods.com.

###