



Press Contact: Peter Berk  
Crier Communications  
Tel: 310.274.1072 x205  
[peter@crierpr.com](mailto:peter@crierpr.com)

## A Wildly Different Can of Tuna

Wild Planet's Albacore Tuna Has 600% More Natural Omega 3 and No Added Water or Oil to Drain

**MCKINLEYVILLE, CALIF., August 23, 2010** – Imagine opening a can of tuna that has no water or oil to drain, has 600% more natural Omega 3 than any big three tuna brand and less than half the mercury levels because only smaller, individually-caught Pacific Northwest Albacore are used. This is a deliciously different tuna. Even the cans are special; they're BPA-free.

Unlike mainstream brands, sustainably-fished **Wild Planet Albacore Tuna** contains a whole tuna steak, hand-packed and cooked only once in the can to capture the fresh, natural flavor and to retain six times the valuable Omega 3 as conventional brand albacore tuna. Packed with no additional water, oil, preservatives or chemicals, there is 45% more great tasting tuna by weight as well. OU Kosher certified and available in a variety without added salt, each 5oz can is packed 12 per case, with an SRP of \$3.49.



Wild Planet also offers **Wild Skipjack Light Tuna**. This low-mercury species is sustainably caught in pristine waters and has exceptional flavor and firm texture. Skipjack Light Tuna is processed in the same manner as Wild Planet Albacore Tuna – cooked once in the can to retain extraordinary taste and valuable Omega 3 benefits. OU Kosher certified and packed in BPA-free 5oz pull top cans, Wild Planet Skipjack Light Tuna is packed 12 per case with an SRP of \$2.99.

"We believe our Wild Albacore is helping tuna make a comeback," says Wild Planet Foods' CEO Terry Hunt. "For consumers who are wary of buying tuna due to its bland taste and concern over mercury levels, Wild Planet Albacore offers an exceptional tasting, eco-conscious and healthier alternative in a category long dominated by three behemoth brands."

All Wild Planet products are sold at natural food and select traditional grocery stores nationwide as well as through [www.wildplanetfoods.com](http://www.wildplanetfoods.com).

### **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](http://www.wildplanetfoods.com).

2

###