



FOR IMMEDIATE RELEASE

April 2010

PRESS CONTACT: Sue Jacobs
Marketing Manager
sue@wildplanetfoods.com 631-486-2754

NEW FROM WILD PLANET FOODS: WILD ALBACORE TUNA FILLETS PACKED IN A GLASS JAR

Outstanding Taste and Texture at a Deliciously Competitive Price



McKinleyville, CA -- Wild Planet Foods, a packaged seafood company committed to producing the finest tasting wild seafood, announces the addition of **WILD ALBACORE TUNA FILLETS** to their line of sustainably caught canned seafood products -- Wild Albacore Tuna, Wild Skipjack Tuna, Wild Alaskan Sockeye and Pink Salmon, Wild Pink Shrimp and Wild California Sardines.

Packed in a glass jar, each thick-cut Wild Albacore Fillet offers premium taste and exquisite texture. An impressive addition to a Salade Nicoise, Mediterranean bean salad or pasta dish, these pristine fillets offer a full-bodied, fresh tuna flavor that is the true signature of Wild Planet. With no added water, oil, broth or fillers, each jar contains only premium sashimi-grade tuna. The once-cooked process produces natural juices that are loaded with Omega 3. Wild Albacore Tuna Fillets are from West Coast Pacific troll-caught albacore fishery and are naturally low in mercury.

Wild Planet President Bill Carvalho remarks, "Many consumers appreciate being able to buy tuna in a glass jar. This product is different from most glass jarred tuna which is pre-cooked and then packed in oil. Ours is

simply albacore fillet cooked in the jar. The natural oils and flavors of the tuna are not lost; instead, they are captured in the jar for what I think is the best flavored and purest tuna of all.”

Packed 12/4.5oz jars per case, Wild Albacore Tuna Fillets have a suggested retail price of \$5.99.

In addition to the new Wild Albacore Fillets, Wild Planet has added sustainably caught Dungeness crabmeat to their line of canned seafood. Native to the cold, clear waters of the Pacific northwest, Dungeness is widely recognized as the king of all crab for its sweet flavor and delicate texture, providing Omega 3, protein and 50% of the daily value of calcium per serving. Picked from “live –cooked” fresh crabs, Wild Planet makes it simple to enjoy an authentic Crab Louie or Dungeness Dip any time. Wild Planet Dungeness crabmeat is packed 12/6oz cans per case with a suggested retail price of \$ 17.99.

These new products are available along with the complete Wild Planet line through national natural and specialty food distributors. For additional distribution information, contact Tim Fiorino at tim@wildplanetfoods.com or 206-660-1453.



About Wild Planet

Founded in 2004, Wild Planet’s mission is to produce safe, nutritious, great tasting seafood from sustainable fisheries. 100% US owned and based in McKinleyville, CA, Wild Planet operates three Pacific Northwest docks where selection and delivery of fish is taken directly from the incoming boats. Many boat owners are also Wild Planet shareholders with a vested interest in providing the best quality product on the market in compliance with our mission. Wild Planet works closely with numerous environmental agencies to ensure that standards for sustainability are consistently met or exceeded, and strives to educate consumers of better, safer seafood choices at retail. Wild Planet Albacore Tuna has been selected as Best Canned Tuna by **Men’s Health** magazine, has been noted as a “HIT” by Supermarket Guru Phil Lempert, and has won the prestigious Gold Star Award from **Sante** magazine. For additional information, visit www.wildplanetfoods.com, and find us on Facebook and Twitter.

#