

**From: Nature's Pride® Bread**

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For Immediate Release

## **NATURE'S PRIDE® INTRODUCES NEW PREMIUM HARVEST™ BUNS AND ROLLS**

***First Line of All Natural Bakery Buns and Deli Rolls to Be Available Across the Country;  
Launches Just in Time for Summer Grilling Season***

Irving, TX – May 26, 2010 – [Nature's Pride®](#) bread has announced the addition of Nature's Pride Premium Harvest™ Hamburger Buns and Deli Rolls to its line up of delicious 100% natural bread products. As the only line of all natural buns and rolls available across the country, gourmet-sized Nature's Pride Premium Harvest buns and rolls are perfect for summer cookouts and hearty sandwiches.

Like all Nature's Pride's products, Premium Harvest buns and rolls are made with 100% natural ingredients and contain no artificial preservatives, colors, flavors, trans fats or high fructose corn syrup.

To accommodate different tastes and serving occasions, Nature's Pride Premium Harvest buns and rolls are available in three delicious varieties:

- **100% Whole Wheat Bakery Buns (21 oz.)** provide a good source of fiber, 34 grams of whole grains in each bun and have 25 percent less sodium than regular 100% whole wheat buns.
- **Country White Bakery Buns (21 oz.)** provide seven grams of protein in each bun and have 25 percent less sodium than regular white buns.
- **Country White Deli Rolls (16 oz.)** provide seven grams of protein in each roll and have 25 percent less sodium than regular white rolls.

"Nature's Pride Premium Harvest buns and rolls are the newest tasty additions to our growing brand of 100% natural breads," said Laura Pitlik, Director of Marketing for Nature's Pride. "As grilling season heads into high gear, Nature's Pride Premium Harvest buns and rolls are perfect for cookouts all summer - and beyond."

Nature's Pride is committed to baking the best-tasting all natural breads using the purest, most delicious ingredients nature has to offer. The brand has drawn rave reviews and earned high praise from a number of consumer and industry publications highlighting Nature's Pride's great taste including being named the best tasting sliced bread by *Fitness Magazine*. In addition to Premium Harvest buns and rolls, the Nature's Pride product line includes the following hearty and traditional soft bread varieties:

- **Premium Hearty Breads (24 oz.)** – 100% Whole Wheat, 12-Grain, Healthy Multi-Grain, Double Fiber, Nutty Oat, Country White, Stone Ground Whole Wheat with Honey, Country Potato and Buttermilk
- **Traditional Soft Breads (20 oz.)** – 100% Whole Wheat, Honey Wheat

Nature's Pride OvenClassics™, another new 100% natural variety from the brand, offers flavors packed with whole grains and fiber, and is currently available regionally. OvenClassics are shaped like a loaf baked in your own oven and deliver a delicious taste and smooth texture the entire family will enjoy with flavors that include 100% Whole Wheat, Oatmeal, Honey Wheat with Fiber and Potato.

For more information on the brand, its varieties and recipes using Nature's Pride visit [www.naturespridebread.com](http://www.naturespridebread.com). Follow us on Twitter at [http://twitter.com/Natures\\_Pride](http://twitter.com/Natures_Pride).

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