



PETER RABBIT™ ORGANICS

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PETER RABBIT ORGANICS SQUEEZES HEALTHY VEGETABLES INTO POPULAR POUCH LINE AND INTRODUCES LARGER SIZE

- Latest Veg and Fruit Puree Flavors Come in New 4.4-oz. Pouches -

LAKE OSWEGO, Ore. and LONDON – Peter Rabbit Organics’ garden of squeezable puree pouches is now full of tasty veggies with the addition of new veg and fruit purees for babies, toddlers and young children, ages 6 months and up.

With a generous 4.4 oz. serving of certified organic veg and fruit puree, Peter Rabbit Organics pouches will satisfy hungry tummies. The new BPA-free pouches contain 100% organic vegetables and fruits with no added sugar and absolutely nothing artificial. Already available in three fruit pouch flavors, Apple and Grape, Strawberry and Banana, and Mango, Banana and Orange, the veg and fruit pouches come in three delicious blends:

- Sweet Potato, Corn and Apple
- Pea, Spinach and Apple
- Carrot, Squash and Apple



In a new, larger portion size, these pouches will bring even more flavors and nutrients to young, growing bodies. The re-sealable pouches are handy in the pantry for play dates and are easy to store and pack for a fun on-the-go snack.

“Our fun, wholesome purees taste like they’re made by the mums who buy them, because they’re just pure natural fruits and vegetables. That’s it!” said Ben Ford, CEO of Peter Rabbit Organics. “These portions act more like a meal than a snack, and with each pouch loaded with real vegetables fruit and Vitamin C, kids are squeezing more energy and more nutrition into every day.”

Peter Rabbit Organics puree pouches are made in Oregon, U.S.A.

New Peter Rabbit Organics veg and fruit purees are available at Amazon.com, Babies R Us, Diapers.com, Albertson’s, select Starbucks stores, Whole Foods Markets, Buy Buy Baby stores, and natural food sellers across the country for an SRP of \$1.79 each.

About PR Organics

Peter Rabbit Organics is a small, privately owned company based in London, with U.S. offices in Lake Oswego, Ore. Company employees, inspired by their own families, work to make it easier for parents to give their children healthy, organic food with no added salt, sugar or artificial ingredients. Founded in 2004, Peter Rabbit Organics makes a range of 20 organic products including juice, pasta and pasta sauce in the U.K., and introduced its popular, award-winning fruit pouches in the U.S. in 2009. Visit www.peterrabbitorganics.com for more information.

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