



DRESSINGS • DIPS • SAUCES

For Immediate Release

Introducing Cilantro to Litehouse Freeze-Dried Herbs Line

June 1, 2007 - Sandpoint, Idaho---

Litehouse is responding to consumer request with the addition of Cilantro to its' line of Freeze-Dried Herbs. The new Cilantro offering is available in an easy to use flip top 200ml glass container, and can be found in produce departments nationwide. Suggested retail price is \$2.99

Litehouse first introduced imported freeze-dried herbs in 2001, and they have been a huge success. The freeze-drying process is unique to this line, as most herbs are air dried. Freeze-drying offers a product that retains color and flavor, while instantly re-hydrating, making them "As Close to Fresh as You Can Get." The current line of herbs include: Basil, Garlic, Red Onion, Dill, Chives, Parsley, Oregano, and Salad Herb Blend.

According to Doug Hawkins, Jr., Associate Marketing Director, "The consumer falls in love with the freeze dried herb because of their fresh taste, convenience and there is no waste. Cilantro has many uses in fresh and cooked recipes, so we see it as a good addition to the line".

Sales of freeze-dried herbs are strong all year, but peak sales are in the fall & winter months. The freeze-dried herbs are merchandised in the produce section. They are available in 6 pack sleeves and in a shipper display including a high graphic header and recipe cards.

For over 45 years, Litehouse Foods has been producing premium, high quality products including fresh refrigerated salad dressings, vegetable dips, caramel & yogurt fruit dips, bleu cheese crumbles, sauces and now freeze-dried herbs. Litehouse is an employee owned company located in Sandpoint, Idaho.

For more information, please contact Doug Hawkins Jr at # 208-263-7569, dvhawkins@litehouseinc.com



