



DRESSINGS • DIPS • SAUCES

For Immediate Release

Have You Seen The Lite....Two New Lite Dressings from Litehouse

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Litehouse Foods introduces new Lite Ranch and Lite Caesar to their line of refrigerated salad dressings. The new flavors join Lite Bleu Cheese and Lite Ranch to offer consumers a complete choice in light, creamy dressings. The new flavors are in 13oz jars and sell in the produce department for \$3.59-\$3.99.

According to Paul Kusche, Director of Marketing, "Bleu cheese, Ranch, Caesar and Thousand Island dressings represent 60% of the produce dressing sales. In addition, our Lite Bleu and Lite Ranch flavors are growing at +41.5%. These numbers are a strong case to expand the current dressing offerings in the product department to include more Lite products, particularly of the best selling items."

The success of Litehouse Lites lies in their great, fresh taste. They are made with 100% Canola oil, no msg, no preservatives and fresh natural ingredients.

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 freeze-dried herbs. Litehouse is an employee owned company located in Sandpoint, Idaho.

For more information, please contact Paul Kusche at # 208-263-7569, pkusche@litehouseinc.com.

