



**N E W S R E L E A S E**

FOR IMMEDIATE RELEASE

CONTACT: Frank Guglielmi (734) 844-2781  
[frank.guglielmi@meijer.com](mailto:frank.guglielmi@meijer.com)

**MEIJER GOES NATURAL WITH NEW BRANDED LINE OF  
WHOLESOME, HEALTHY AND GREAT-TASTING GROCERY ITEMS**

*Meijer Naturals To Debut April 19*

**Products Are Free Of Additives, Trans Fats, Artificial Sweeteners  
And Bioengineered Ingredients**

GRAND RAPIDS, MI (April 16, 2009) – Two years after introducing its successful Meijer Organics line of products, the Midwest grocer is set to unveil another health-focused brand that does not contain any artificial ingredients or additives.

**Meijer Naturals**, which will begin appearing on store shelves April 19, was created to provide a healthy and tasty alternative for customers who seek wholesome foods that are minimally processed and contain nothing artificial.

“Meijer Naturals is a natural fit for us, and a great fit for those who lead a smart and active lifestyle where healthy living and eating are paramount,” said Ralph Fischer, group vice president-foods at Meijer. “This is an exciting brand that we feel today’s shopper will embrace given that it’s delicious, wholesome and a great value.”

With 75 different items comprising its product lineup, **Meijer Naturals** is a sister brand to Meijer Organics. Positioned as a natural alternative to processed mainstream products, the new brand will include everything from snacks and sauces to desserts and beverages.

This health-oriented brand contains no Genetically Modified Organisms (GMO's), no high fructose corn syrup or artificial sweeteners, no added hydrogenated oils or trans fats, no artificial food colorings or flavorings, and no artificial preservatives.

A sampling of some of the products that fall under the **Meijer Naturals** brand include Chocolate Chip Pancake Mix, White Cheddar Popcorn, Roasted & Salted Almonds, Ketchup, Apple Sauce, Pomegranate Juice, Triple Chocolate Chip & Key Lime White Chocolate Chip Cookies, Multi-Grain Crackers, Tomato Sauce, and Corn & Bean Mild Salsa.

“We’re committed to helping our customers and their families eat healthier, and Meijer Naturals is certainly a smart choice,” said Shari Steinbach, Healthy Living manager at Meijer. “Coupled with our Meijer Organics line, this new product furthers our reputation as the pre-eminent health and wellness brand among grocers.”

The new brand will serve to complement the Organics line, as it allows Meijer to offer a wider variety of healthier alternative foods. Every item under the Meijer Organics umbrella has been certified as “USDA Organic”, meaning all foods are derived using no growth hormones, antibiotics, conventional pesticides, synthetic fertilizers or ionizing radiation. Since there is no government certification for natural foods, Meijer established its own high standards and strict guidelines. This means Meijer will not include any “food negatives” -- such as artificial ingredients or additives – in **Meijer Naturals**.

**Meijer Naturals**, priced at 10-15% less than comparable national brand products, will likely appeal to concerned parents who want to make healthy food choices for their families.

According to a recent study, sales of natural food & beverage products are expected to be a nearly \$20 billion within two years. Food labeled as “natural” generated \$22.3 billion in sales in 2008, up 10% from 2007, and up 37% from 2004, according to one recent industry report.

### **About Meijer**

Meijer is a Grand Rapids, Michigan, based retailer that operates 185 supercenters throughout Michigan, Ohio, Indiana, Illinois, and Kentucky. As the inventor of the "one-stop shopping" concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. Additional information on Meijer and the ability to shop for more can be found at [www.meijer.com](http://www.meijer.com).

###