

P R E S S R E L E A S E

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HAVE YOUR CAKE AND YOUR TOFURKY® ROAST TOO **Tofurky Brand Teams Up With Amy's Kitchen For 2010 Holidays**

Hood River, OR. Holiday's often make people think about families coming together, and two of the most trusted names in natural foods are taking that to a new level.

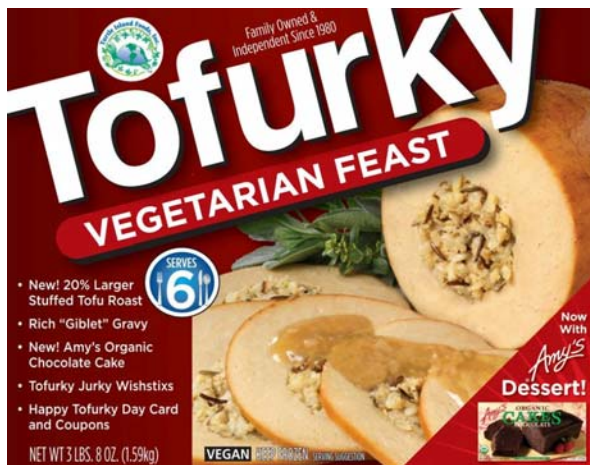
Turtle Island Foods and Amy's Kitchen, both family-owned and independent leaders in the natural foods industry are teaming up to bring a fresh look to the famous Tofurky Feast. Each feast will now include an Amy's organic chocolate cake to top off the holiday meal that now features a two-pound stuffed Tofurky Roast, 14 oz Savory "Giblet" Gravy, and a Tofurky Jurky Wishstix. As with all Tofurky products, the Feast will be 100% vegan.

"We are tremendously excited to include this delicious dessert in this year's Tofurky Feast," stated Seth Tibbott, President of Turtle Island Foods, "since many traditional desserts contain ingredients that vegans are unable to enjoy. This cake contains no eggs or milk products yet was devoured by our omnivorous taste panel."

Since it was first introduced in 1995, the Tofurky Roast has been an iconic mainstay at hundreds of thousands of holiday celebrations. In fact, more Tofurky Roasts have been sold every year, including 2009 when over 300,000 units were sold in October and November. Company research shows that most of these roasts are served at tables alongside the traditional turkey.

“Over the past 15 years, the Tofurky Roasts have served as peacemakers, offering a tasty and easy to prepare festive centerpiece for those looking for an alternative to meat,” states Tibbott.

Turtle Island also produces a wide variety of everyday Tofurky products from deli slices to sausages found at natural food and grocery stores throughout the US and Canada. In March 2010, the company also introduced three new vegan pizzas topped with tapioca-based cheese, meat alternatives and fire roasted veggies. These innovative products have already received several awards for being among the top new vegetarian products of 2010.



Face panel of new and improved Tofurky Feast, now with Amy’s Organic Chocolate Cake.



Three new Tofurky Vegan Pizzas: Cheese, Pepperoni and Italian Sausage and Fire Roasted Veggies.

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