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For more information, please contact:
Sharon Villanueva Scott
Girlpower Marketing
323.957.2745 Office
310.594.6545 Cell
sscott@girlpowermarketing.com

Survey Reveals Lack of Education by Healthcare Professionals May Be Barrier to Consumers Recognizing Health Benefits of Soy

Stremicks Heritage Foods launches first-of-its-kind soy beverage fortified with top three nutrients consumers want most

SANTA ANA, Calif., November 13, 2008 – A survey released today indicates that while about two-thirds of U.S. adults (64 percent) want to improve either their own or someone else's diet, only 7 percent of those is doing so by increasing soy intake. The survey, conducted by Harris Interactive® on behalf of Stremicks Heritage Foods, found that over half (55 percent) of all adults admit they are not at all knowledgeable about soy foods and beverages, and less than 1 in 10 (8 percent) say their doctors or healthcare providers have talked with them about the health benefits of soy products.

The survey revealed that consumers are at odds with themselves when it comes to proper nutrition. While the majority of adults know at least one nutritional benefit of soy (83 percent), far fewer eat soy on a regular basis, with 17 percent consuming soy products weekly and only 34 percent consuming soy products monthly. When it comes to soymilk, the primary reason about 2 in 5 adults (39 percent) haven't tried soymilk is because they think it tastes bad.

In addition, one of the key findings is that, among those who are trying to improve their own or someone else's diet, about half of U.S. adults (52 percent) said they are trying to do so by increasing their intake of a particular vitamin or nutrient. The top three nutrients stated are calcium (20 percent), fiber (36 percent), and omega-3 fatty acids (25 percent). Similarly, more than 2 in 5 parents (45 percent) of children 18 and under who are trying to improve their or someone else's diet are also trying to do so by increasing their intake of a particular vitamin or nutrient. *Additional key findings from the survey are listed at the end of this document.*

Heritage Foods Introduces Award-Winning Soymilk

Stremicks Heritage Foods™ today unveils 8th Continent *Complete*, a soymilk fortified with calcium, fiber and omega-3 – the top three nutrients that U.S. consumers are trying to incorporate into their diets, according to the Stremicks Heritage Foods survey conducted by Harris Interactive®.

“8th Continent *Complete* soymilk tastes great, which makes it much easier to build into our diets,” says Elizabeth Somer, M.A., a registered dietitian and author of many books, including *Nutrition for Women*, *Age-Proof Your Body*, *10 Habits That Mess Up a Woman’s Diet*, *Food & Mood*, and *The Essential Guide to Vitamins and Minerals*. “It’s been established that twenty-five grams of soy protein as part of a daily diet can help lower cholesterol and reduce the risk of heart disease. One of the simplest ways to include soy in our daily diets is to use soymilk. Any recipe or dish that uses milk can be created using soymilk in order to get our daily soy.”

8th Continent *Complete* is the recipient of the “Best Tasting Soymilk in America” Gold Medal award by the *American Masters of Taste* National Panel of Executive Chefs. Judged against other national soymilk products, 8th Continent *Complete* was selected as the winning product in the soymilk category for its superior taste in a triple-blind taste test. The *American Masters of Taste* evaluates thousands of food products annually, and selects only one winner per category.

In addition to its award-winning taste, 8th Continent *Complete* also provides consumers with several important health benefits. It is an excellent source of calcium – a glass of *Complete* soymilk contains as much calcium as a glass of cow’s milk and helps reduce the risk of osteoporosis, and builds strong bones and teeth. It also provides 20 percent of the daily requirement of omega-3 DHA, proven to support brain function, eye and cardiovascular health through every stage of life. It also is a great source of fiber for the digestive health of the entire family, providing 13 percent of the daily fiber requirement in each serving. One hundred percent cholesterol-free, *Complete* is the only soymilk currently approved by the American Heart Association for helping to reduce the risk of high blood pressure and stroke.

“Many consumers, as indicated by our survey, are concerned that drinking soymilk instead of cow’s milk requires sacrificing good taste,” notes Sam Stremick, VP of Marketing and Sales for Stremicks Heritage Foods. “We understand that consumers want a healthy product that they can enjoy as they look for ways to eat more healthfully. With 8th Continent *Complete*, our consumers not only have great taste, but a variety of health benefits for their entire family, all in one convenient beverage. We strive to meet our customer’s needs, and will continue to provide “good for you” products like 8th Continent *Complete* that are easy to fit into healthy lifestyles.”

Currently available in Vanilla in a 64-ounce carton, 8th Continent *Complete* is conveniently located in the refrigerated dairy case at major grocery retailers, independent groceries, select specialty chains and Wal-Mart.

About Stremicks Heritage Foods

Stremicks Heritage Foods™ (Heritage), founded in 1990, manufactures, sells and distributes value-added, specialty beverage products on a regional and national scale. Headquartered in Santa Ana, Calif., the company operates in Santa Ana and Riverside, Calif.; Cedar City, Utah; Joplin, Missouri and Mexicali, Mexico. Heritage owns or licenses such well recognized brands as Kern’s Beverages, Nesquik, Rice Dream, Soy Dream, Heritage Organic Milk, Heritage Organic Milk with omega-3 DHA and regular 8th Continent Soymilk. For more information on 8th Continent *Complete*, tips and recipes, visit www.8thContinent.com.

For more information on Stremicks Heritage Foods, contact Girlpower Marketing (www.girlpowermarketing.com), (949) 459-1416.