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FOR IMMEDIATE RELEASE

Hooray Purée Earns Non-GMO Project Verification!

CHICAGO – Hooray Puree, an Illinois-based 100% Organic single ingredient vegetable purée company, is proud to announce they have recently earned the Non-GMO Project Verification on all of their products. Current varieties include carrot, spinach and butternut squash.

Krista Ward, Hooray Purée CEO, said, "We are very proud to include the Non-GMO Project Verified logo on all of our packaging, marketing materials and website. It will join our other certifications of USDA Organic and Kosher in addition to remaining Gluten Free and Grown in the USA which is important to our customers."

Hooray Purée's Verified products are produced in compliance with the Non-GMO Project Standard—following rigorous best practices for GMO avoidance, including segregation and traceability to prevent contamination. GMOs are plants or animals that have been genetically engineered with DNA from bacteria, viruses, and other animals and plants. These experimental combinations of genes cross the natural species barrier and have not been proven safe.

About Hooray Purée: Hooray Purée is a privately held company based in Chicago, Illinois, creating shelf-stable (non-refrigerated) pouches of 100% organic vegetable purées, with no added preservatives, flavorings, ascorbic acid, nutritional fortification or coloring, which tastes as if you had just puréed it yourself. Easy to use, Hooray Purée uses sustainable farming methods, the latest packaging technology and is currently available for consumers, schools, hospitals and restaurants.

About The Non-GMO Project: The Non-GMO Project, a non-profit 501(c)3 organization, offers North America's only third party verification and labeling for non-GMO (genetically modified organism) food and products. The organization currently has over 27,000 Non-GMO Project Verified products from 1,500 brands, representing well over \$11 Billion in annual sales. Non-GMO Project Verified is currently one of the fastest growing labels in the natural food sector, and increasingly is an attribute sought by conventional brands as well. Its mission is to preserve and build sources of non-GMO products, educate consumers, and provide verified non-GMO choices.

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Related links:

www.HoorayPuree.com
www.nongmoproject.org