

Nurturing People,



Nature & Spirit.

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## Nature's Path LifeStream Pasta earns 2006 Best New Product Award

Richmond, BC, CANADA – More than 10,000 Canadians recently voted Nature's Path Foods' **LifeStream® Whole Grain & Flax+™ Pasta** the best new pasta in the Pasta & Rice Category of the **2006 Best New Products Awards (BNPA)**, a national consumer choice products awards program.

The BNPA Conference and Awards Ceremony took place on Thursday, Feb. 8, at the Eglinton Grand Theatre in Toronto, ON. The conference featured speakers from companies that were nominated for the Best New Product Awards. The BNPA sponsors include: IMI Research/Strategies Group, Brand Spark International, Canadian Living, AC Nielsen, MapInfo, ProForma, ACLC, PHD Canada, Spiegel Sohmer, and more.

The BNPA honor products from three categories: general household, personal care and food. A randomly selected group of Canadians participated in the online survey. Respondents voted on whether they found the products appealing and whether they would purchase them in the future. They were also asked questions regarding their attitude toward innovation, new products and general societal trends such as health, nutrition, family, and more.

Nature's Path, a leading producer of organic breakfast and snack foods, has worked diligently for the past two decades to create product lines that offer consumers foods made with whole grain, certified organic quality as well as superior taste.

“We are pleased our LifeStream Pasta earned the top BNPA honor,” said Arran Stephens, Founder and President of Nature's Path. “As a top-selling organic manufacturer, we pride ourselves in offering innovative products that give consumers a great-tasting, organic alternative to the mainstream brands available in the marketplace.”

LifeStream's organic whole grain and flax pasta combine the healthy ingredients of flax meal with the tender texture and whole grain benefits of durum wheat. The LifeStream brand and products have been nourishing health-conscious consumers since 1971. Continually evolving under the Nature's Path banner, LifeStream pasta joins the LifeStream frozen waffle line, which includes FlaxPlus® and Buckwheat Waffles.

Founded in 1985, Nature's Path Foods operates its headquarters in Richmond, B.C., Canada and employs more than 300 people at its four facilities throughout Canada and the U.S. The privately held, family owned company produces breakfast foods, snacks and pasta that are sold in specialty foods stores and national retailers in 40 countries around the world. The company's brands include: Nature's Path, EnviroKidz™, LifeStream® and Optimum®. For more information, visit [www.naturespath.com](http://www.naturespath.com).

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