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truwhip, THE ONLY ALL-NATURAL FROZEN WHIPPED TOPPING, RECEIVES NON-GMO CERTIFICATION

Company Adds Non-GMO To Impressive List of Natural and Organic Certifications

Boise, Idaho – February 16, 2012 – Peak Foods announced today that its all natural whipped topping, truwhip, just got a tasty endorsement. truwhip has received the coveted “Non-GMO Project Verification” and will now proudly display the Non-GMO Project seal on its packaging of dessert topping.

The Non-GMO Project offers North America’s only independent verification for products made according to best practices for GMO (genetically modified organisms) avoidance.

“Our mission has been to give our customers a delicious and healthy alternative to the traditional chemical-based whipped topping,” said Doug Oppenheimer of Peak Foods. “While we have always sourced non-GMO products, this certification allows us to amplify the point. Our customers care deeply about this issue and we believe people have the right to know what they are eating.”

GMOs have been linked to potentially harmful health and environmental effects, resulting in the escalation of allergens and reproductive and immune system issues. They are also thought to contain carcinogenic characteristics. Research tells us that over 80% of all GMOs grown worldwide are engineered for herbicide tolerance. As a result, use of toxic herbicides on and around our food supply has increased dramatically. The long-term impacts of GMOs are unknown, and once released into the environment these organisms cannot be recalled.

“We offer North America’s only third party verification and labeling for non-GMO food products, and we are thrilled to award the ‘Non-GMO Project Verified’ status to truwhip’s delicious all natural whipped topping,” said Megan Westgate, executive director of the Non-GMO Project.

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About truwhip

In 2007, Peak Foods, the makers of truwhip, enlisted the help of a number of really smart people including a leading natural foods retailer and a brilliant food scientist. After lots of experimenting and numerous taste tests, the first all natural frozen whipped topping was born. truwhip is 100% natural, 70% organic and gluten free. It contains no high fructose corn syrup, no hydrogenated oils, polysorbate 60, trans fats or GMOs. The taste is sweet while maintaining a smooth, creamy texture very similar to real whipped cream. Find it at your local grocery store in the refrigerated section. For more information visit truwhip.com.

About the Non-GMO Project

The Non-GMO Project offers North America's only third party verification and labeling for non-GMO food and products. The Non-GMO Project works in several different capacities to ensure the availability of non-GMO products and to help support informed choice. They work to educate consumers and the food industry to help build awareness about GMOs and their impact on our health and food systems. One of the inherent risks of genetically modified crops and food items is that they contaminate non-GMO crops and foods through cross-pollination and/or contamination. The Non-GMO Project works with food manufacturers, distributors, growers, and seed suppliers to develop a standard for detection of GMOs and for the reduction of contamination risk of the non-GMO food supply with GMOs.

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