



Beatrice Companies, Inc.
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Official Launch Date of Beatrice Gourmet Popped Corn Announced

PHOENIX -- Beatrice Foods Co. has announced today that July 4th will be the launch date of the re-branded line of gourmet popped corn. To make things simple, we will be using the Beatrice brand name for our popped corn products, and abandoning the Napasada name that was previously used, though the formulas are still the same as when the line was introduced back in 1992.

"This is an exciting time to see our popped corn back in production, and in the market place, and the response has been very positive." DeWitt Hoopes President, CEO & CTO of Beatrice Companies, Inc. said. Mr. Hoopes went on to say that, "Having gone through a name change, and settling on the Beatrice name for our product was a fairly straight forward decision, as this name has far reaching appeal known by millions of consumers, and is known for quality and innovation. Our goal is to eventually expand on our line of popped corn with other flavours, and our commitment to quality will always be priority."

Beatrice Gourmet Popped Corn will initially be available in the Arizona and California markets at select stores, and will expand to other regions by 2017. A listing of where to purchase will be provided on the Beatrice web site.

Beatrice Gourmet Popped corn comes in the following flavours:

- Caramel Corn
- Apple Fresh Cinnamon Corn
- Chocolate Corn
- Cheese Corn

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About Beatrice

Beatrice Companies, Inc. (www.beatriceco.com) manufactures and distributes high quality food products; Tarasov Herbal Dressing, and Beatrice Gourmet Popped Corn, for the wholesale and retail markets, through Beatrice Foods Co. Beatrice Distribution, Inc. distributes personal care, and professional cleaning supplies from Colgate-Palmolive, as well as infant and personal care products from Playtex. Beatrice also has two non-food subsidiaries, Beatrice Consumer Products, Inc. that sells Beatrice products through our Beatrice Direct web site, and Beatrice Technologies, Inc. which is an IBM Business Partner that is authorized in the IBM Power, IBM Storage Systems, Lexmark product lines and Lenovo ThinkPad, ThinkVision, ThinkCentre, and ThinkVision products, CommScope structured cabling, for the Enterprise and Public Services sectors.