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## **Anniversaries are Out, Birthdays are In!!**

***KA-ME celebrates 50 years of providing authentic Asian food products  
and ingredients nationwide!***

### **FOR IMMEDIATE RELEASE**

**ROCHELLE PARK, NJ (January 2020) KA-ME®**, one of the leading brands in specialty Asian foods, is celebrating 50 years of bringing authentic foods, flavors and meal solutions to natural, specialty and grocery retailers nationwide.

**KA-ME** aims to stay true to the unique and authentic flavors and high quality ingredients of Asian cuisine, while making it convenient and easy to enjoy, especially for people with busy lifestyles.

Providing a full line of ingredients from noodles, sauces, oils & vinegars to rice crackers, meal kits and so much more, **KA-ME** allows people to create and prepare restaurant-quality meals at home in minutes. **KA-ME** works with Asian food experts around the globe to ensure that all products meet premium quality standards and ultimately the consumer's expectations. Products are free from artificial flavors and colors and some items are organic and Non-GMO Project Verified - keeping with the balanced and healthful approach to dining that is central to Asian cuisine. With a keen focus on authenticity, quality and convenience, from tapas-friendly rice crackers, to gluten-free express rice noodles and complete meal kits that are microwavable in just 2 minutes, **KA-ME** is the **Key to Asian Made Easy!**

**KA-ME** is excited to celebrate its 50<sup>th</sup> Birthday in 2020!! Through a combination of first-class influencer partnerships, contemporary recipes & energizing videos, culinary contests, inspiring "50" tips to cook Asian, along with print & digital advertising and couponing initiatives, **KA-ME** will be creating significant awareness around the brand.

### About KA-ME

*KA-ME has a comprehensive line of superior quality products covering a diverse array of authentic, Asian cuisines. KA-ME means turtle in Japanese and is a symbol of longevity and the respect for traditions in our approach to Asian food. For 50 years, we have explored the cuisines of Asia, seeking authentic foods, flavors and meal solutions from China, Japan and Korea to Thailand, Vietnam and beyond. KA-ME offers an extensive range of fresh-cooked & dry noodles, condiments, rice crackers, meal kits, and easy-to-prepare products, selected from the finest ingredients and recipes that Asia has to offer.*

*Enjoy simple and delicious restaurant quality Asian meals at home, with KA-ME, one of the leading Asian brands in the marketplace today. Delicious recipes are available on the kame.com website and social hub at kameasianfood.com.*

### About PANOS brands®

*PANOS brands® is a consumer products foods company that manages a unique portfolio of shelf-stable and perishable specialty food brands across multiple categories and channels. PANOS is an acronym that precisely defines the company's mission to offer Premium, Authentic, Natural, Organic, and Specialty foods throughout the World. True to its namesake — the ancient Greek word for torch — we like to think of our brands as a beacon for consumers who are increasingly demanding a wide spectrum of quality, better-for-you specialty foods.*

*Our collection of brands speaks directly to sustained trends in categories such as organic, ethnic, vegetarian and restricted-diet, and gourmet foods. Some of our leading brands include KA-ME, our comprehensive line of Asian food products and ready-to-eat meals; Amore cooking pastes, ready-to-eat vegetables and seafood specialties imported from Italy; Andrew & Everett rBGH-BST Hormone Free cheeses; Sesmark wholesome rice and grain crackers; MI-DEL everyday cookies, seasonal specialties and allergen safe pie crusts; Chatfield's premium and allergen safe baking products; and Walden Farms line of calorie-free specialties.*

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