



For More Information Contact:

Lori Shachtman

847-975-2330

lshachtman@shachtman.net

KA-ME® Turns 50

Specialty Asian food brand celebrates five decades of providing authentic, Asian ingredients, snacks, and meal solutions

FOR IMMEDIATE RELEASE

ROCHELLE PARK, NJ (September 1, 2020) KA-ME®, a leading brand in specialty Asian foods, is celebrating 50 years of authentic ingredients, flavors, and meal solutions.

Today, as families are eating most meals at home, they turn to **KA-ME®** as the coveted brand of Asian ingredients that shakes up the cooking routine to help consumers prepare mouthwatering Asian food. **KA-ME®** stands for the *Key to Asian Made Easy™*. After 50 years of commitment to offering authentic Asian food, **KA-ME®** remains true to the unique flavors and high-quality ingredients of Asian cuisine, while making it convenient and easy to enjoy creative meals.

“From sauces, condiments and cooking oils, to fresh-cooked and dry noodles, as well as rice crackers and easy-to-prepare meals, **KA-ME®** has a history of offering delicious, premium ingredients to replicate restaurant-quality meals at home,” says Lonnie Williard, vice president of marketing and creative services at PANOS® Brands, parent company to **KA-ME®**.

KA-ME® works with Asian food experts to ensure that all products meet premium quality standards and ultimately consumers’ expectations. Products are free from MSG and artificial flavors and colors. Several items are USDA Certified Organic and Non-GMO Project Verified – helping to achieve the balanced and healthful approach to dining that is central to Asian cuisine.

As **KA-ME®** celebrates its 50th Birthday, the brand continues its decades-long tradition of being a resource for both modern and traditional Asian ingredients, snacks, and meal solutions. Through its first-class influencer partnerships, contemporary recipes, and engaging videos filled with tips to simplify cooking, **KA-ME®** is elevating its brand awareness across multiple platforms this fall. A library of tasty recipes, including Beef Bulgogi Tacos, Crispy Tofu in a Spicy Plum Sauce, and Sweet & Spicy Spring Rolls can be found at <https://kame.com/recipes/>.

Product samples for recipe development are available upon request.

About KA-ME®

KA-ME is the brand of Asian ingredients that simplifies meal planning and preparation to give individuals and families the confidence to make delicious Asian food at home. KA-ME offers a full line of authentic, high quality ingredients and a wide range of easy-to-follow recipes to expand your palette and try something new.

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 easy to prepare 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 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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