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## **KA-ME® Easy Asian Meal Kits Launches Nationwide**

***Heat and Serve Complete Meal Kits - Visit Booth #845***

**FOR IMMEDIATE RELEASE**

**ROCHELLE PARK, NJ (March 2019)** *KA-ME*®, one of the leading brands in specialty Asian foods for over 45 years, brings fresh and exciting news to the Asian category with the introduction of their *Heat and Serve Easy Asian Complete Meal Kits*. Available in four varieties - Sesame Teriyaki with Hokkien Noodles, Pad Thai with Thai Rice Noodles, Spicy Mongolian with Spinach Vegetable Noodles, Sweet Chili Mango with Nori Seaweed Noodles – three of these delicious authentic flavors are Vegan, all contain no MSG and are debuting at Natural Products Expo West in Anaheim, California this year.

*KA-ME Easy Asian Complete Meal Kits* contain a Microwaveable, Reusable, Recyclable & BPA Free container, Fresh-Cooked Noodles, an authentic, flavorful Asian Sauce packet, mixed Vegetable packet, Sesame Seed or Roasted Peanut Topping and a Fork for on-the-go convenience! They are quick and easy to heat and serve. Just pour sauce over noodles and vegetables, microwave for 2 minutes and enjoy!

*KA-ME Easy Asian Complete Meal Kits* have been overwhelmingly received and are just entering distribution in the supermarket, specialty natural and convenience store channels – and more to come.

“Consumers continue to search for quality precooked food that is simple, requires minimal time to heat up and tastes great. *KA-ME Easy Asian Complete Meal Kits* provide on-the-go convenience, premium quality, great tasting heat & serve meals that reinforce *KA-ME’s Complete Meal Solution* concept, meeting the needs of consumers with increasingly busy lifestyles who lack the time to prepare meals and satisfying snacks for themselves and their families” said Steven Grossman, President and CEO of *PANOS brands*. “With the continued momentum toward convenient, easy-to-prepare complete meal solutions, there couldn’t be a better time to introduce *KA-ME Easy Asian Complete Meal Kits* nationwide.”

Available in 9.6 oz packages – that’s considerably larger than multiple competitive brands in the market today; providing a hearty meal for all consumers. **KA-ME Easy Asian Complete Meal Kits** are sold in a display ready case for increased consumer visibility at shelf and can be found in the Ethnic/Asian section of retailers nationwide. The suggested every day retail price is \$3.99, delivering a meaningful value to the consumer.



### **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 the permanence of traditions in our approach to Asian food. For over 45 years, we’ve celebrated the tastes of Asia by exploring cuisines from China, Japan and Korea to Thailand, Vietnam and beyond, seeking authentic foods and flavors. KA-ME offers a complete line of dry and fresh-cooked noodles, condiments, rice crackers and easy-to-prepare products, selected from the finest ingredients and recipes that Asia has to offer.***

***Enjoy simple and delicious easy-to-prepare restaurant quality Asian meals at home, with KA-ME, one of the leading Asian brands in the marketplace today. Easy-to-prepare recipes are available on the website at [kame.com](http://kame.com) and on our social hub at [kameasianfood.com](http://kameasianfood.com).***

**About PANOS brands®**

*We are delighted to introduce PANOS brands®, a consumer-packaged goods company created to manage a unique and defined portfolio of specialty food and beverage brands. "P.A.N.O.S." 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 specialty foods.*

*Our collection of brands speaks directly to sustained trends in categories such as organic, ethnic, vegetarian and restricted-diet, and gourmet foods. Upon visiting our booth, you will see 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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