

# Walden Farms®

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## Walden Farms • Announces Salad Dressings with Improved Ingredients and Natural Flavors Inside and New Look Outside - Bringing Unmatched Attributes to Consumers!

### ZERO Calories, Zero Net Carbs, Zero Sugar and Zero Fat!

Rochelle Park, NJ -- May 2021 – **Walden Farms**® introduces a major re-brand across its product line, beginning with 22 salad dressing varieties, to be followed by the other segments, including coffee creamers, condiments, dips, spreads, sauces, and syrups. The improved recipe, now with natural flavors, will also be tastefully reflected by a new design highlighting key nutritional claims and engaging food photography. The **Walden Farms'** dressings are proudly free from artificial flavors and dyes, made with real vegetables, fruit fibers and ingredients. Offering a full line of specialty condiments and food enhancers with zero calories, zero net carbs, zero sugar and zero fat, **Walden Farms** uniquely provides consumers with unmatched attributes vs. other competitors in the marketplace. Additionally, all products are keto friendly, gluten free, kosher and have no high fructose corn syrup and most are vegan, dairy free and cholesterol free.

The **Walden Farms** products appeal to multiple consumers, including those who don't want to waste their calories on high fat dressings & condiments, or who follow a vegan, gluten-free or keto diet. They also strongly resonate with people living a healthy active lifestyle or looking to manage their weight or control their diabetes.

The brand refresh coincides with the debut of an engaging new website [www.waldenfarms.com](http://www.waldenfarms.com) where people can find appetizing recipe ideas, nutritional facts, product details, store locator information or easily buy direct online.

Consumers who watch calories and carbs use salad dressings 30% more than the average consumer and nearly half of that audience seeks dressings that have zero calories, fat, sugar, or gluten\*. These consumers know more than anyone that 'Small Swaps Save Calories™'.

**"Walden Farms' Dressings** allow them to control calories, fat, carbohydrates, gluten or sugars without giving up great taste." says Deborah Sidney, Senior Brand Manager for **Walden Farms**.

**"Walden Farms'** dressings are incredibly versatile such as for spreading on sandwiches, dipping with vegetables, and using as marinades for cooking!"

With creamy and vinaigrette varieties in 22 flavors, **Walden Farms** has a salad dressing for every palate including Bacon Ranch, Balsamic Vinaigrette, Bleu Cheese, Caesar, Chipotle Ranch, French, Honey Dijon, Italian, Ranch, Raspberry Vinaigrette, Sesame Ginger, and Thousand Island. **Walden Farms'** salad dressings are available in 12-ounce bottles for a SRP of \$4.99 at natural and grocery retailers nationally and also sold online directly at [waldenfarms.com](http://waldenfarms.com).

### **About Walden Farms**

Since 1972 **Walden Farms** has been the leader and pioneer in bringing delicious tasting zero calorie and zero fat salad dressings to healthy eaters. **Walden Farms** expanded its calorie free platform into other categories including syrups, coffee creamers, condiments, spreads, dips, and sauces. For nearly 50 years, **Walden Farms** has been offering a full line of specialty condiments and food enhancers with zero calories, zero net carbs, zero sugar, zero fat and unmatched attributes versus any other competitor in the marketplace. Today, the company continues to evolve to meet the demands of the growing consumer base who demand more transparency and clean products and still choose low calorie and low carb products.

### **About PANOS Brands**

PANOS brands®, is a consumer products food company that manages a unique portfolio of shelf-stable and perishable specialty food and beverage brands across multiple categories. "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 U.S and Canada. 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, vegan, restricted-diet, and gourmet foods. Upon visiting our website, you will see **Andrew & Everett**® rBGH-BST hormone-free cheeses, **KA-ME**®, a comprehensive line of authentic Asian food products, **Walden Farms**® calorie-free products, **Sesmark**® wholesome crackers, **MI-DEL**® gmo free cookies and allergen-safe pie crusts, and **Amore**® Italian cooking pastes, and ready-to-eat pouched vegetables. You'll also find specialty brands, such as **Chatfield's**® premium and allergen-safe baking products, and new, **Better Than Milk**® vegan, dairy-free, plant-based drinks! For more information, please visit [www.panosbrands.com](http://www.panosbrands.com)