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**E S FOODS' GRAB 'N GO GOES "GREEN"
NEW BREAKFAST BREAKS® TO HELP SCHOOLS "FEED MORE, SAVE MORE"**



Woodbury, New York, July 7, 2010 – E S Foods will be unveiling its newly redesigned Breakfast BREAKS to school foodservice professionals at next week’s School Nutrition Association’s Annual National Conference (ANC) in Dallax, Texas. The new grab ‘n go offers numerous benefits to schools and kids, including eco-friendly pouch packaging, juice pouches instead of juice boxes, expanded snack and cereal options, a 63% reduction in waste – and because of these efficiencies – more affordable pricing so schools can “Feed More. Save More.”

“We are extremely excited about the makeover given to our flagship brand,” says Gary Davis, CEO of E S Foods. “We are always striving to develop innovative products that emphasize portability, convenience, and nutrition to better serve our customers. The new Breakfast BREAKS accomplishes all that. The redesign is a fun, new look to appeal to kids, it’s affordable for schools, and it’s more environmentally friendly – a win-win for everybody.”

Available in a dozen varieties, the new shelf-stable Breakfast BREAKS 3-packs contain cereal, juice pouch, and a nutritious snack. Some of the changes include juice pouches instead of juice boxes to appeal to all ages, expanded snack options and more cereal choices, including whole grain and low sugar.

“Not only is it nutritious, we think the packaging will get kids’ attention, and at the same time, it’s eco-friendly, reducing waste by 63%,” says Amy Josephson, Vice President of Marketing, E S Foods. The new pouch packaging is available in four different vibrant colors with 24 rotating humorous headlines for kids and tweens.

FEED MORE. SAVE MORE.

“In these economic times, we understand the financial difficulties that school districts face,” says Luis Santiago, Vice President of Sales, E S Foods. “That’s why we’ve made Breakfast BREAKS more affordable through improved efficiencies.” This effort resulted in E S Foods’ new campaign to help schools “Feed More. Save More.”

Research, student sampling and testing all led to the new Breakfast BREAKS which has always been geared for grab ‘n go use, especially classroom breakfast. Research shows that one of the best ways to increase participation is by offering classroom breakfast.

According to findings of the 2009 School District Census Report, a national survey by *Foodservice Director* magazine, the average cost of cafeteria-served breakfast is \$2.05 per meal, with labor at 51% of that cost. By changing to a classroom breakfast or alternate site breakfast program, participation can increase by as much as four times, thus making school breakfast potentially profitable. Utilizing prepackaged meals drives down labor costs per meal and results in feeding many more children breakfast each day.

Breakfast remains a priority for E S Foods because of the millions of hungry children who do not get an adequate breakfast each day. While almost 32 million kids eat school lunch each day, only 11 million eat school breakfast. Although the federally-funded School Breakfast Program exists, some 14 million eligible children are not being reached each school day.

Breakfast BREAKS can be part of the solution to increasing participation.

E S Foods, headquartered in Woodbury, New York, is dedicated to providing nutritious, value-added, “kid-friendly” foods for America’s school children. For more information about E S Foods and its new Breakfast BREAKS, visit www.esfoods.com.

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