

Dressing Up The Produce Section

(NAPSA)—If you want your salad to be “dressed for success,” it helps to start with a salad dressing that’s made with fresh ingredients and comes in a variety of tantalizing flavors.

According to research conducted by Morton Research, the salad dressing category continues to see a growing demand for products and ingredients that are fresher and more natural. One company is responding to consumer demand with thick, creamy dressings in new varieties and flavor selections—all made without preservatives.

Marie’s salad dressings and dips are sold in the refrigerated produce aisle, allowing for one-stop shopping. New jars emphasize the fresh taste with graphics of real produce, and place an extra emphasis on fresh, natural ingredients. In addition, a new color-coded flavor guide makes selection easier.

“We’re changing the refrigerated dressings category and revitalizing our flavors—without compromising Marie’s well-known robust taste. Anyone who loves rich, home-style flavor will enjoy the variety and quality of our product. This takes the salad dressing category to the next level for our consumers,” said Toby Purdy, senior vice president, Morningstar Foods.

The all-natural ingredients make Marie’s salad dressing and



A delectably refreshing salad starts with fresh ingredients, including the dressing.

dips a refreshing choice for just about any occasion—a summer barbecue, party hors d’oeuvres or late-night snacks.

Besides the best-selling Chunky Blue Cheese, the salad dressings come in 20 other varieties, including Ranch, Caesar, Thousand Island and Italian, along with premium dressings such as Super Blue Cheese, Italian Cheese Blend and Spinach Salad. Light dressings, such as Lite Blue Cheese and Lite Ranch, are also available. The eight varieties of dips include Southwestern Ranch, Dill, Blue Cheese, Spinach, Guacamole and French Onion.

To learn more, visit the Web site at www.morningstarfoods.com.