



DRESSINGS • DIPS • SAUCES

For Immediate Release

Litehouse Adds Convenience with New! Strawberry Shortcake Glaze

November 28, 2007 - Sandpoint, Idaho---

Litehouse Foods introduces new single serve Strawberry Shortcake Glaze in response to the latest consumer trends. The 6 packs of 2oz Strawberry Shortcake Glaze are available nationwide and have a suggested retail of \$2.49. They are available in 12 pack cases or in a 48 count shipper with high graphic easy preparation banner. Each shelf holds one case of glaze, which can be enhanced by adding dessert shortcakes or strawberries to make an eye catching display and encourage impulse purchases.

According to Roxie Lowther, Director Business Development "There are over 132mm individual shortcake dessert cups sold annually. The 2oz cup of glaze is the perfect amount for two shortcakes. Top with a berry and whip cream and presto! Dessert in minutes that is easy enough for kids to help prepare and enjoy. The bright blue banner shows 1-2-3 steps for easy preparation. In addition, the glaze has only 35 calories per serving (1 oz), which aligns with our strategy of offering more health conscious choices to encourage kids to eat more fruits and vegetables."

For over 45 years, Litehouse Foods has been producing premium, high quality products including fresh refrigerated salad dressings, vegetable dips, caramel & yogurt fruit dips, bleu cheese crumbles, sauces and freeze-dried herbs. Litehouse is an employee owned company located in Sandpoint, Idaho.

For more information or to order samples, please contact Roxie Lowther at # 208-263-7569 rlowther@litehouseinc.com.

