



FOR IMMEDIATE RELEASE

Media Contact:

Hayley Anderson
Koopman Ostbo Marketing Communications
Direct: 503-517-6965
Mobile: 360-608-1773
Hayley@KoopmanOstbo.com

**Follow Your Heart[®] Launches New Dairy-free, Soy-free
Shredded Cheese Alternatives**

Vegan Gourmet[®] Shreds Taste and Melt Like Real Cheese

Chatsworth, Calif. – March 6, 2013 – [Follow Your Heart](#), makers of [Vegenaise[®]](#) and an industry leader in producing natural vegetarian and vegan foods, announces the availability of a new line of shredded vegan cheeses. Follow Your Heart [Vegan Gourmet Shreds](#) are free of dairy and lactose and include no soy. Instead, Shreds make use of a unique ingredient deck to offer consumers a shredded cheese that tastes and melts like traditional cheese. Follow Your Heart will formally unveil its Vegan Gourmet Shreds at the upcoming Natural Products Expo West trade show in Anaheim, Calif., March 8-10.

“Our number one priority in new product development is always taste and quality,” said Katherine Franklin, director of marketing for Follow Your Heart. “We are also meeting the growing demand from consumers with dietary restrictions, such as soy and gluten, by offering an entire line of vegan cheeses from shreds to cream cheese.”

Follow Your Heart’s line of Vegan Gourmet products was created to offer consumers an alternative to dairy cheese. The three varieties of Vegan Gourmet Shreds – Cheddar, Mozzarella and Fiesta Blend – fill out the line-up, providing a natural fit for pizzas, salads, sandwiches, Latin fare and more. Vegan Gourmet Shreds are dairy and lactose free, soy free, gluten free, non-GMO and cholesterol free, and they contain no preservatives or trans fats.

After years of research and development, Follow Your Heart has created Vegan Gourmet Shreds to have a creamy and authentic flavor. One ingredient in the company’s formula is organic palm fruit oil that is sustainably grown and harvested, with minimal damage to the ecosystem. Follow Your Heart only uses palm fruit oil from [Rainforest Alliance Certified[™]](#) farms that protect wildlife, waterways, and conserve forests



“We did a lot of research before we chose our suppliers of palm oil,” said Franklin. “Part of our mission is leadership in environmentally sound business practices, and we would not settle for any supplier that fell short of our high standards for quality, integrity and environmental responsibility.”

Follow Your Heart Vegan Gourmet Shreds are available in three flavors: Cheddar, Mozzarella and Fiesta Blend, each with an MSRP of \$4.99. All three varieties are available in April to retailers across the country.

Follow Your Heart will be formally unveiling its Vegan Gourmet Shreds at Natural Products Expo West and will be providing samples at its booth (#2292). Visitors to the booth may also feel as if they’ve been transported to a South American rain forest.

More information about Follow Your Heart’s full line of vegetarian and vegan products and the company’s commitment to sustainability can be found at www.followyourheart.com.

About Follow Your Heart

Follow Your Heart was founded in 1970 by a group of four friends in Canoga Park, Calif., who opened a restaurant to serve vegetarian soups, sandwiches and salads to a growing vegetarian community. The need in the restaurant for an egg and dairy free mayonnaise alternative led to the creation of Vegenaïse[®], the preferred sandwich spread for vegetarians and vegans. After more than 40 years, Follow Your Heart has expanded its product line to include salad dressings, sauces and dairy alternatives. All Follow Your Heart products are made using only the finest ingredients and are produced in a state-of-the-art solar powered manufacturing facility called [Earth Island[®]](http://EarthIsland.com). Follow Your Heart products can be found nationwide in Whole Foods, Sprouts, and other grocery chains and independent retailers. For more information, please visit www.FollowYourHeart.com. Additional information is available on [Facebook](https://www.facebook.com/followyourheart) and [Twitter](https://twitter.com/followyourheart).

###