



PROGRESSO™ INTRODUCES VEGAN “GOOD NATURED” SOUPS

New vegan soup line offers consumers unique flavor varieties with no preservatives or colors from artificial sources

MINNEAPOLIS (October 17, 2016) – Many people are trying to eat more veggies in an effort to live a healthy and wholesome lifestyle. It’s recommended that we should consume 3-5 servings of vegetables per day*, but that can be difficult. Progresso’s passion for making it easy and fun to eat more vegetables inspired them to create Good Natured soups with ¾ cups of vegetables per serving.

Available in three unique flavors: Hearty Tomato with Spinach and Roasted Garlic, Hearty Corn and Chipotle Chowder, and Hearty Lentil with Garden Vegetables, Good Natured soups are vegan, using different bean bases and vegetable purees to achieve a delicious, hearty and creamy texture, all while not using any dairy ingredients. Good Natured soups also have no preservatives or colors from artificial sources.

“We know that consumers are more interested in plant-based diets. With Good Natured soups, we’re celebrating vegetables and showing that beans are not boring and lentils can be fun,” said Roger Galloway, Progresso marketing manager. *“Whether you start your Mondays going meatless or recently started pinning vegetarian inspiration, our unique flavors will satisfy your hearty appetite.”*

As farmer’s markets are slowing down and people have tried their vegetables steamed, grilled, baked, boiled, blanched, spiraled, blended, or even baked in cookies – the new soup line is being launched just in time for soup season.

Good Natured soup is available nationally in the soup aisle and has a suggested retail price of \$3.29 per 17-ounce carton (2 servings). For more information, go to www.progresso.com.



About General Mills

General Mills is a leading global food company that serves the world by making food people love. Its brands include Cheerios, Annie’s, Yoplait, Nature Valley, Fiber One, Haagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2016 worldwide sales of US \$17.6 billion, including the company’s US \$1.0 billion proportionate share of joint-venture net sales.

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*Source: U.S. Department of Agriculture/U.S. Department of Health and Human Services; Food Guide Pyramid