

FOR IMMEDIATE RELEASE

Media Contact  
Dana Smith  
Dadascope Communications  
510.682.3141  
dana@dadascope.com



## Ocean's Halo™ Seaweed Chips Introduces New USDA-Certified Organic Product at Natural Products Expo East in Baltimore, MD

*One of the healthiest snack chips on the market now available with new and improved recipe and taste!*

Burlingame, CA — September 10, 2014 — [Ocean's Halo Seaweed Chips](#)—the first totally delicious crispy, crunchy chips made from sustainably harvested and nutrient-rich seaweed—is celebrating its one-year anniversary at the [Natural Products Expo East Convention](#) (Expo East) in Baltimore, Maryland on September 18<sup>th</sup> – 20<sup>th</sup>. To commemorate this milestone, Ocean's Halo is introducing its new line of USDA-certified organic chips. With a new and improved recipe, the organic chips are available in Ocean's Halo's original popular flavors – Sea Salt, Chili Lime, Hot & Spicy, and Korean BBQ. Ocean's Halo will also be introducing a new flavor to the family: Texas BBQ. Expo East attendees can find Ocean's Halo and sample its new and improved chips at booth 8700 in the New Products Pavillion.

"I'm amazed by all we've been able to achieve in the one year since we introduced Ocean's Halo at Expo East," said Robert Mock, co-founder of Ocean's Halo. "In addition to selling over 300,000 bags and being available in over 2000 stores across the country, we are thrilled that Ocean's Halo Seaweed Chips are now USDA-certified Organic. We can't wait to see the response at Expo East to our improved recipe and new flavor, Texas BBQ."

Made from only sustainably grown, organic seaweed and other real, gluten-free ingredients, Ocean's Halo Seaweed Chips are baked, taste great, and are packed with 6 grams of protein and loads of Vitamin A, B12, Folic Acid and essential minerals like potassium, manganese, iodine and more. Ocean's Halo has none of the bad stuff like GMOs, trans fats, MSG, or artificial anything. In addition to being USDA-certified organic, the new line of chips is also certified kosher, vegan and include an improved recipe, resulting in an even tastier, healthier snacking experience.

"As part of our anniversary celebration, Ocean's Halo has announced the ['Hook Us Up With a New Flavor' contest](#)," continued co-founder Mike Shim. "We've reached out to our almost 30,000 fans on Facebook and beyond to help us create the company's next hit flavor, see it on grocery shelves nationwide and win a California dream vacation to beautiful Monterey, California. We've narrowed it down to two finalists, "Shark Bite" Sriracha and "Wasabi Wave" Wasabi, and are inviting everyone at Expo East and beyond to visit us on [facebook](#) to vote for the next Ocean's Halo flavor."

Since hitting the market September 2013, Ocean's Halo has seen tremendous growth. In its first year, consumers have purchased over 300,000 bags of Ocean's Halo's delicious, healthy seaweed chips. The chips are available in over 2,000 stores at leading retailers like Whole Foods, Safeway, Target, Central Market and many more. See some of Ocean's Halo's favorite moments from the past year in the video [here](#).

Additional highlights of its first year include:

- National expansion—Ocean’s Halo is currently available at select Whole Foods Markets in the Northeast and Midwest and Super Targets nationally; 340 Safeway and Vons stores across California; a variety of independent markets and all nine locations of leading Texas grocery chain, Central Market. Ocean’s Halo is also available nationwide at Amazon.com.
- Media recognition and awards—Ocean’s Halo has been featured in leading national and regional publications, including [Entrepreneur Magazine](#), [The New York Times](#), [Huffington Post](#), [Washington Post](#), [Daily Candy](#) and [Supermarket News](#). Ocean’s Halo also received the “Best of the Press” award at the 2013 Natural Products Expo East.
- Making a difference—In May, Ocean’s Halo partnered with one of the world’s leading ocean conservation organizations, the Monterey Bay Aquarium. As part of its partnership Ocean’s Halo will donate 2% of profits to the aquarium’s Children’s Education Fund to help inspire the next generation of ocean conservationists.

For more information about Ocean’s Halo Seaweed Chips go to [www.oceanshalo.com](http://www.oceanshalo.com). Join the Ocean’s Halo conversation on Facebook at [www.facebook.com/OceansHalo](http://www.facebook.com/OceansHalo) and on Twitter and Pinterest @OceansHalo #SwimAgainstTheTide.

#### **About New Frontier Foods Inc.**

Based in the San Francisco Bay Area, New Frontier Foods Inc. was founded in 2011 by four dads on a mission to leverage the science of superfoods to make ordinary foods delicious and healthy. Ocean’s Halo™ Seaweed Chips, the first totally delicious crispy, crunchy chips made from sustainably harvested seaweed, is the first product from New Frontier Foods and is currently available online at Amazon.com and at select retailers across the U.S. and Canada, including select Whole Foods, Vons and Safeway. Investors and advisors to the Company include former and current executives from ConAgra, Starbucks, Pepsico, Dole, Sharffen Berger Chocolate (Hershey’s), Boulder Canyon Foods, Facebook and Yahoo. New Frontier Foods is proud to donate two percent of its profits to organizations like the Monterey Bay Aquarium’s Children’s Education Fund program that is inspiring the next generation of ocean conservationists.

###