

FOR IMMEDIATE RELEASE

Media Contact
Marty Ordman
Ocean's Halo
marty@oceanshalo.com
(818) 519-8499



Ocean's Halo™ Seaweed Chips Now Available in Whole Foods Northern California, H-E-B, Fresh & Easy, Sprouts and More

With Whole Foods Northern California, Ocean's Halo's protein and nutrient-packed seaweed chips can now be found in four Whole Foods Markets regions nationwide

Burlingame, CA — January 5, 2015 — [Ocean's Halo Seaweed Chips](#)—the first totally delicious crispy, crunchy chips made from sustainably harvested and nutrient-rich seaweed—are now available in Whole Foods Markets throughout the Northern California region to the delight of health-conscious snackers throughout the San Francisco Bay Area, Sacramento and beyond. Shoppers can now find Ocean's Halo Seaweed Chips in 41 Northern California stores, bringing Ocean's Halo to approximately 150 Whole Foods locations, including the Midwest, Northeast, and North Atlantic Whole Foods Market regions, as well as several locations in Western Canada.

"When it comes to health-conscious snacking, it goes without saying that Whole Foods Market is one of the leading retailers in the country," said Mike Shim, co-founder of Ocean's Halo. "Ocean's Halo has seen a great deal of success with Whole Foods Midwest, Northeast, and North Atlantic regions. Being based in the Bay Area, we could not be more thrilled to expand our partnership with Whole Foods to our own home town region, Northern California."

In addition, Ocean's Halo Seaweed Chips will be on display and available to sample at the [2015 Winter Fancy Food Show](#), booth #5506. The 2015 Winter Fancy Food Show will take place in San Francisco on January 11th - 13th.

Ocean's Halo is also excited to report that Texas market chain H-E-B has signed on as the first major partner to offer Ocean's Halo's newest flavor Texas BBQ, making it the first large retailer to carry all five flavors of Ocean's Halo Seaweed Chips: Sea Salt, Chili Lime, Korean BBQ, Hot & Spicy, and Texas BBQ. Customers can now find the tasty and nutritious snack in the Gluten Free aisle of approximately 150 H-E-B supermarkets throughout Texas.

"Given the incredible reception Texas BBQ received at its debut at the Natural Products Expo East this year, we have been counting down the days until our Ocean's Halo fans were able to find our newest flavor on the shelves of their local supermarkets," said Robert Mock, co-founder of Ocean's Halo. "It could not be more fitting to have Texas' leading supermarket, H-E-B, be the first to carry Texas BBQ Ocean's Halo Seaweed Chips."

This January, Ocean's Halo will continue to broaden availability nationally, expanding to over 160 Fresh & Easy locations throughout California, Arizona and Nevada, and over 150 Sprouts stores throughout Arizona, California, Colorado, Nevada, New Mexico, Oklahoma, Texas, Utah, Kansas, Georgia, and Tennessee. Additionally, Ocean's Halo can be found on the shelves of Shaw's, in over 125 locations throughout Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

In addition to our most recent national expansion, Ocean's Halo Seaweed Chips are available at Safeway and Vons stores across California and a variety of independent and specialty markets. Ocean's Halo is also available nationwide at Amazon.com. To find Ocean's Halo Seaweed Chips near you, visit the [retail locator](#) page.

Retailers interested in ordering Ocean's Halo Seaweed Chips can email sales@oceanshalo.com.

For more information about Ocean's Halo Seaweed Chips go to www.oceanshalo.com. Join the Ocean's Halo conversation on Facebook at 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 2,000 retail locations across the U.S. and Canada, including select Whole Foods Markets, Target, 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.

###