



CONTACT: Lilea Eshoo
lilea@californialavash.com
California Lavash
(408) 846-7705
www.californialavash.com

California Lavash Unveils New Logo and Revitalized Packaging

Artisan-influenced packaging to be introduced at the 2013 Winter Fancy Food Show

To appeal to consumers' growing interest in natural flatbreads, California Lavash, a family-owned, West Coast flatbread bakery, announces the launch of its revamped brand, including a new logo and packaging. The new design places greater focus on the brand's authentic products and its premium ingredients; it will be debuted at this year's Winter Fancy Food Show, January 20-22, 2013, in San Francisco.

"This new packaging will not only capture the attention of consumers, but will also give them more information—and inspiration—about how to use flatbreads to make every meal better," says Lilea Eshoo, California Lavash's marketing director. "While the current package has found success in this fast growing category, this new look truly reflects the character and quality of our products."

The innovative design will be used for all nine products in the California Lavash flatbread product line, including their new authentic Naan flatbreads. The new look combines Old-World motifs with a modern, sophisticated design palette and supports California Lavash's commitment to authenticity, product integrity, and deliciousness. Crafted to help consumers better understand how to enjoy the product at various meals, the new packaging also showcases the nutritional benefits of these ancient breads.

All components of the new packaging are made in the U.S.A. and are fully recyclable, reflecting California Lavash's commitment to sustainability.

California Lavash's new packaging will be available in grocery stores starting February, 2013.

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About California Lavash

California Lavash is a family-owned artisan flatbread baking company that has been making authentic, all-natural flatbreads for more than 20 years. Highly respected for years by restaurant, deli and foodservice chefs, California Lavash has recently expanded its product lines into retail grocery stores, allowing consumers to produce restaurant-caliber wraps and other recipes at home. In addition to its line of Lavash, the company also produces gourmet Naan, Noor, and Sangak flatbreads, available in both traditional and whole grain varieties.

To learn more about California Lavash, please visit www.californialavash.com.
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