



Grower & Packer of Specialty, Organic & Value Added Produce • Specialty Foods

FOR IMMEDIATE RELEASE

CONTACT:

Rick McGregor
MCL/4-Earth™
130 S. Myers Street
Los Angeles, CA 90033
Wk: (323) 981-1810
Fax: (323) 981-9893
rickm@mclproduce.com

**MCL/4-Earth™ ANNOUNCES THE ADDITION OF A NEW
VARIETY OF POTATOES TO ITS 4-Earth™ BRAND OF PRODUCTS**

Los Angeles, CA — MCL/4-Earth™ has recently expanded on its 4-Earth™ brand of fresh and high quality retail produce items with four new potato offerings.

Packed in 1 lb., 8 oz. mesh bags, which are hole-punched for convenient merchandising, the latest 4-Earth™ variety includes: Baby Red Potatoes, Baby White Potatoes, Baby Gold Potatoes, and Assorted Fingerling Potatoes. The 4-Earth™ potato varieties are obtained from the highest quality sources in the United States.

With the Atkins Diet trend over, consumers are changing their habits to reflect balanced diets and healthy eating. They can now satisfy their diets with gourmet foods like baby potatoes, which are richer and creamier than the average potato. The 4-Earth™ potato varieties are not only conveniently packaged for merchandisers, they are also pre-washed and ready to eat for consumer convenience.

Currently, MCL/4-Earth™'s 4-Earth™ retail brand offers vegetables packed in microwavable, micro-perforated bags, crepes, dried mushrooms, specialty organic and conventional produce, and many other specialty products. Because of 4-Earth™/MCL Distributing's extensive growing sourcing and supply, the company is able to offer these items at very competitive prices. The 4-Earth™ brand of products can be found in stores across the United States and Canada.

###

Located near the heart of the Los Angeles' produce industry, MCL/4-Earth™ has grown from its founding in 1993. It is one of Los Angeles' leading growers and distributors of fine organic and specialty produce to the retail and food service industries under its 4-Earth™ brand. MCL/4-Earth™'s lines

....Continued on next page

130 S. Myers Street • Los Angeles, CA 90033 • 323.981.1810 • Fax 323.981.9893
www.mclproduce.com • www.4-Earth.net

4^oEarth

MCL Distributing, Inc.

Grower & Packer of Specialty, Organic & Value Added Produce • Specialty Foods

include Asian, Chilies, Fruit, Herbs, Latin, Organic, Mushrooms, Onions, Potatoes, Squash, Vegetable, and Specialty products. It also houses an extensive value-added packing department and is QAI Certified to handle organic products.

For additional information about MCL/4-Earth™, the Facility, Value Added Programs, Quotations, Photography, or Merchandising needs please contact MCL/4-Earth™ at:

Rick McGregor
rickm@mclproduce.com
Phone: (323) 981-1810

###