



**For Immediate Release**

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## **La Terra Fina Debuts New Organic Line of Fresh Ranch Dips and Hummus, Bringing Unmatched Flavor and Ingredients to the Category**

**UNION CITY, Calif. – Feb. 17, 2015** – Americans love to dip, adding zing to vegetables, chips, fries and just about anything. To help satisfy that habit with healthier options, La Terra Fina is adding a new line of Organic Ranch Dips and Hummus to its current offering of refrigerated dips and spreads. Responding to customer demand, the six new products offer flavor and nutrient rich ingredient combinations currently missing from store shelves.

Made with Greek yogurt, La Terra Fina's new line of Organic Ranch dips come in three flavors, including Classic Ranch, Cracked Black Pepper Ranch and Chipotle Ranch. All have just 50 calories per serving, contain live active cultures, and are USDA certified organic. And each can be easily crafted into homemade dressings in two easy steps.

Looking for more than a typical Hummus La Terra Fina included organic flax seed oil to increase the Omega 3s in their new offering. Applying the brand's more than 30 years of experience perfecting spreads this new Organic Hummus line debuts with three flavors, including Classic, Roasted Red Pepper and Roasted Garlic. All are USDA Certified Organic.

"Snacking is increasingly the preferred way for Americans to eat, and dipping goes hand in hand with that trend," said Stephanie Robbins, La Terra Fina's Director of Brand Development. "Our traditional line of dips and spreads continue to fly off store shelves, and we expect these new organic lines of hummus and ranch dips to appeal to those looking for healthier options – ultimately growing our customer base."

La Terra Fina's new products are all gluten-free and contain no nuts or trans-fats. As an effort to minimize environmental impact, the packaging is made from 35 percent recycled PET materials. The dips will be available in late spring for an SRP of \$4.99-\$5.99. The brand will celebrate the line's launch at Natural Products Expo West with a Chip & Dip Beer Bash at booth #5863 on Friday, March 6 from 4p.m. to 6 p.m.

### **About La Terra Fina**

Founded in 1983 by a popular San Francisco Bay Area caterer, La Terra Fina now produces products in a state-of-the-art facility, still located in the rich food culture of the Bay Area. Following the tagline "Good Food from the Good Earth", La Terra Fina produces a wide range of ready-to-eat refrigerated dip, spreads and quiches that are rich in flavor and high in quality. La Terra Fina products are sold in supermarkets, club stores and specialty grocery retailers nationwide. For more information, visit [www.laterrafina.com](http://www.laterrafina.com) or [www.facebook.com/LaTerraFina](http://www.facebook.com/LaTerraFina).

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