



FOR IMMEDIATE RELEASE

World Cuisine with a Vegetarian Twist

Saffron Road to Unveil Four New All Natural, Halal Certified Vegetarian Items at Whole Foods Market®

Stamford, CT – December 19, 2011 – [Saffron Road™](#), the packaged food brand of American Halal Co., will begin shipping four **All Natural, Halal Certified, premium vegetarian entrees and side dishes at Whole Foods Market** stores in January. The new items slated for distribution include:

Manchurian Dumplings with Basmati Rice – An Indo-Chinese masterpiece, this exotic vegetable dumplings dish is made with cabbage, carrots, green beans and onions simmered in a spicy red chili & ginger sauce. Gluten free, vegan, all natural and an authentic recipe.

Macaroni & Cheese – We replaced ordinary pasta with delicious, flavorful pasta made with exotic Jerusalem Artichokes and durum semolina. This classic dish makes the perfect side for soup or salad and we've included enough for two to share. Premium quality, authentic recipe, all natural and vegetarian.

Thai Basil Chili Tofu with Basmati Rice – Thai basil is no ordinary basil – it has subtle undertones of anise or licorice, and it's a perfect complement to zest up our protein-rich firm organic tofu. Thai cuisine is based on balance, and each spice works in harmony with this medley of fresh crunchy vegetables to make an extraordinary entrée. Gluten free, authentic recipe, all natural, and vegetarian.

Three Cheese Lasagna – From sunny Italy and the south of France, two great cuisines meet in one magnificent dish. Imagine layers of the finest durum semolina pasta topped with Italian Ricotta, Mozzarella and Parmesan cheeses. Then add in more layers of a Ratatouille recipe worthy of Provence, with zucchini and diced eggplant in a wonderfully seasoned and perfectly savory tomato sauce. Premium quality, authentic recipe, all natural and vegetarian.

"We have been pleasantly impressed with the number of Halal and natural food consumers who have expressed a very strong affinity for Saffron Road vegan and vegetarian products. We are excited to be able to once again rapidly respond to our growing consumer base's needs, as well as step up the quality of vegetarian ethnic options for this segment of the marketplace," says Saffron Road's CEO, Adnan Durrani

Saffron Road celebrates the memorable meals and mutual values families and friends of all cultures share around the dinner table. In this tradition, the brand is pleased to offer its consumers more choices in premium quality world cuisine.

"We know more premium global cuisine is needed in the marketplace due to the evolving tastes of consumers and we're happy to provide some truly unique vegetarian options that we believe will appeal to a variety of consumers," says Saffron Road's Executive Vice President, Jack Acree.

Consumers can find the new vegetarian items beginning in mid-January at select Whole Foods Market stores at the suggested retail price of \$5.49 to \$5.69 each.

About Saffron Road

American Halal Co. markets All Natural Halal Certified food under the Saffron Road brand. Adnan Durrani, the CEO, and Jack Acree, the EVP, are serial entrepreneurs having been involved in companies like Vermont Pure Spring Water, Stonyfield Farms, Inc., Alexia Foods, and Terra Chips. The Company's management and Board represent a team of proven

American Halal Company, Inc • 1177 Summer Street, 3rd Floor, Stamford, CT 06905 • t 203.961.1952 • f 203.961.1198 • saffronroadfood.com



entrepreneurs at building premium food brands. Saffron Road's mission is to offer All Natural Halal Certified and Gluten Free foods, which are also holistic, sustainably farmed, and antibiotic free. Saffron Road's products are sourced from livestock which is fed only 100% vegetarian feed and are humanely treated. The Company seeks to bring its mission to a higher awakening with the local and global community, embodying a socially conscious company ethic as well as setting the standard for premium quality Halal Cuisine.

Media Contacts: Lisa Mabe, Hewan Social Communications, 202.505.2890, lisa@hewarcommunications.com
Kate Tayloe, American Halal Company, Inc., 203.961.1954 x100, kate@americanhalal.com

For more information about Saffron Road, please visit www.saffronroadfood.com. You can also join us on Facebook at www.facebook.com/SaffronRoadFood and follow us on Twitter at www.twitter.com/SaffronRoadFood.

###

