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## **HARRY'S® UNVEILS NEW BRANDING FOR PRODUCTS & PACKAGING**

July 16, 2013—Portland, OR—Harry's Fresh Foods, producer of hand-crafted, restaurant-quality, refrigerated ready-to-eat soups, entrées, sides and desserts today unveiled a new brand identity to more accurately represent its capabilities and product offerings to the retail and foodservice industries.

The new look will contemporize the brand with a logo refresh and new packaging architecture, and give a much needed facelift to the premium line of small-batch cooked, refrigerated products.

"Harry's stands for fresh, and our look no longer said fresh," said Julie Dunmire, Harry's Marketing Director. "With this update, we've simplified our logo and our packaging architecture to be consistent with the fresh, premium experience consumers have come to expect from Harry's."

The new logo maintains the familiar Harry's script, but simplifies the shape, losing the dated shield and spoon imagery in favor of the heritage statement of "Since 1977" emphasizing the pride Harry's takes in its Pacific Northwest history.

Beautiful food photography, taken by the renowned Pacific Northwest photographer Robert Jacobs, dominates the label and upgrades the face Harry's represents to the marketplace to be consistent with the brand's artisan quality. The new packaging also calls out food claims with high consumer interest right on the front of pack—so that Vegan, Vegetarian, High Fiber and Gluten Free products are easy to identify at a glance.

The new branding will hit shelves just as soup season ramps up bringing an extra degree of warmth to the heat-and-eat deli department of grocery, mass merchandiser, and club stores nationwide. As the consumer demand for restaurant-quality meals increases, "Harry's ability to craft phenomenal, fresh, culinary-inspired scratch cooked soups and sauces is right on trend," said Dunmire. "We deliver artisan quality products like Steak Dijon with Crème Fraiche Mashed Potatoes or Kale and Potato Soup with Italian sausage right to your local market so that you don't have to cook tonight. Harry's has always delivered on great taste, and now our products look great, too."

### **About Harry's Fresh Foods**

For 35 years, Harry's Fresh Foods has been handcrafting high quality, chef-inspired fresh soups, entrées, sides and desserts in Portland, Oregon. Harry's small-batch process starts with artisanal-quality ingredients which are kettle-cooked by hand by trained culinarians. Then, a state-of-the-art, quick-chill process locks in freshness and flavor to ensure a delicious experience without artificial preservatives. All Harry's products contain zero grams trans fats, and do not contain artificial colors or flavors. Harry's is certified by the Safe Quality Food Institute with Level II credentials, as well as by both Oregon Tilth and the USDA for Organic manufacturing. For more information, please visit [www.harrysfresh.com](http://www.harrysfresh.com).

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