



CONTACT: Karen Murphy
800-344-4229 ext. 239
karen.murphy@natureseal.com

For Immediate Release

NatureSeal has added Lettuce to the Mix
Keep cut romaine from browning on your salad bar

WESTPORT, CT (January 13, 2010) – NatureSeal has just introduced its newest “toss method” for lettuce in the food service environment. The premier product for keeping fresh-cut fruit and vegetables from browning while maintaining the natural taste and texture has developed a concentrated formula treatment method which now allows you to add romaine lettuce to salad bars with a 3-5 day shelf life.

"Research has proven, time and time again, that when presented with the option of a salad bar, kids *will* eat more fruits and vegetables," said Dr. Lorelei DiSogra, Vice President for Nutrition and Health at United Fresh. "Kids need to double their fruit and vegetable intake to meet the Dietary Guidelines," DiSogra said. "Children crave independence in their decision-making, so providing salad bars at schools empowers them to make fun and nutritious choices that result in kids eating more fruits and vegetables."

Representative Sam Farr (D-CA) and Representative Adam Putnam (R-FL) have just introduced a House bill titled “The Children’s Fruit and Vegetable Act of 2009”. If passed, this Bill would mandate a salad bar in every school in the country and provide funding for infrastructure including salad bars and refrigeration equipment.

With this newest offering from NatureSeal, salad bar items can be prepared well in advance of serving and maintain their just cut fresh qualities hours and even days later. This is opening up even more options than ever before. Now is the time for salad bars to be the freshest, most tempting ever offered!

About NatureSeal

NatureSeal, Inc. is a subsidiary of Mantrose-Haeuser, Co., Inc., headquartered in Westport, Connecticut. Mantrose is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries. The first NatureSeal formulation was co-developed and patented with the USDA.