

FOR IMMEDIATE RELEASE



Media Contact:
Karen Howland, Blink: 336-207-0546
karen@blinkready.com

Long-Time Leader in Tuna Industry Moves to “Fishless” Market

May 21, 2014, Bangkok, Thailand: J. Douglas Hines, CEO and Managing Director of AFT Holdings, Inc., and long-time tuna industry senior executive, has entered the “Fishless” tuna market. Mr. Hines announced his ownership of Atlantic Natural Foods (ANF), makers of Meatless Select™ and Caroline’s™ Fishless Tuna products, at the 13th INFOFISH World Tuna Trade Conference this week in Bangkok, Thailand. Atlantic Natural Foods manufactures affordable canned meatless alternative protein products.

Mr. Hines has been in the protein world since 1974 and engaged in seafood since 1979 as past Chief Operating Officer and Executive Vice President of Bumble Bee Foods and has also served in leadership positions with Orleans Foods, Chicken of the Sea International and Mitsui Foods. Mr. Hines commented, “I’ve seen continued pressure on global resources develop as demand outpaces the ability of the planet to provide protein for the future. This has created concerns on the sustainability of what will be provided. In seafood, it is critical that we all address how we protect our future Global Stocks. Harvesters, governments, scientist, NGO’s, and industry leaders all have to come together at this time to create solutions.”

Mr. Hines discussed the need for alternatives to animal based protein, including tuna as a critical food source for future generations. “We saw a potential opportunity to create plant based proteins for people who may love their tuna sandwich, but were searching for healthy and sustainable alternative products. Consumers are impressed by the taste and texture, particularly because they don’t expect to find great taste in non-meat or fish products. Since we began, we have received significant interest from vegetarian and vegan consumers, as well as others with diet preferences who are seeking great tasting alternatives to meat or fish.”

Buyers in the US and other markets are responding favorably to Fishless Tuna. Mr. Hines cited recent accolades for the product. “Our Fishless Tuna recently received “The Most Innovative” award at the 2013 SIAL in Abu Dhabi and we expect other markets will be equally enthusiastic about this product.”

Mr. Hines stated, “We’ve invested behind what matters to today’s discerning consumer and tomorrow’s future concerns with products that are fish and animal friendly . Our Caroline’s Fishless Tuna, Chik’n Patty, Taco Filling and Five Bean Chili are non-GMO, free of artificial flavorings and colorings as well as preservatives. The entire product line is made with high-quality renewable plant proteins derived from soy and wheat and soon to be other plant proteins.” ANF is developing more offerings to broaden the choices even more for consumers as well as a value product under the its Meatless Select™ brand.” “All of our products are not only sustainable, but Dolphin & Whale Safe, all animal friendly, traceable, renewable and meaningful for generations to come. Mr. Hines concluded, “We’ve created a product that even Greenpeace could endorse.”

The Company is introducing its product line at the PLMA conference in Amsterdam this month and is in the process of introducing their brands to the North America market.

About Atlantic Natural Foods:

Atlantic Natural Foods markets Caroline's™, Meatless Select™ and private brand vegetarian products. Based in Nashville, NC, the company operates its own product development kitchen, manufacturing, and distribution facilities. Manufacturing facilities are Level 3 SQF Certified, Kosher and Halal Certified and HACCP Certified. Learn more about Atlantic Natural Foods at www.atlanticnaturalfoods.com or contact Steve Morris at 252-544-6901.

###