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## **SILK® LAUNCHES PUREALMOND ALMONDMILK**

### ***Brand Continues to Bring Innovation, New Alternatives to Category***

Broomfield, Colo. (May 27, 2010) – As more and more people look for an alternative to dairy milk that won't sacrifice taste and nutrition, Silk® – the brand known worldwide for its bestselling, creamy and delicious soymilk – has launched PureAlmond™ almondmilk. Dairy, soy, and cholesterol free, PureAlmond is made from whole almonds and has the subtle, satisfying flavor of real, natural almonds. It also provides as much calcium and vitamin D as milk – but with no saturated fat and fewer calories than 1% milk.<sup>1</sup>

Almonds have long been recognized by health professionals as a nutritious addition to a healthy diet. A serving of almonds is an excellent source of vitamin E, a natural antioxidant that has been studied for its role in supporting normal heart and brain function, as well as promoting a healthy complexion. Each serving of Silk PureAlmond almondmilk provides an impressive 50% of the recommended daily value of this essential nutrient.

At just 60 calories per serving for Original almondmilk, and 90 for a glass of Vanilla, Silk PureAlmond is not just a nutritionally sound choice – it's also a calorie-smart choice.

“Silk is committed to and known for offering a variety of delicious and nutritious dairy-free products,” says Craig Shiesley, the brand's Vice President. “We believe in giving people great tasting, high quality and healthy alternatives to milk – from a brand they know and trust – so they can incorporate more plant-based foods from nature into their diet.”

Silk PureAlmond is now available nationwide. For more information, visit [www.silkpurealmond.com](http://www.silkpurealmond.com).

#### **ABOUT SILK**

Silk was founded on a promise to make the world a healthier place. We began by bringing soymilk mainstream, allowing more people everywhere to enjoy soy's wholesome, natural nutrition. Today, almondmilk is the next step in our proud tradition of good health and great taste. For more information, visit [www.silksoymilk.com](http://www.silksoymilk.com) or [www.silkpurealmond.com](http://www.silkpurealmond.com).

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<sup>1</sup> USDA, ARS 2008, Nutrient Database for Standard Reference, Release 21. Silk Pure Almond Original, 60 calories / svg.; 1% dairy milk, 100 calories / svg.