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FOR IMMEDIATE RELEASE

**ALEXIA INVITES FOOD LOVERS TO REINVENT A CULINARY CLASSIC:
THE FRENCH FRY**

Consumers Can Now Vote to Spice up the American Comfort Food on the Alexia Foods Facebook Page

EAGLE, Idaho, November 4, 2010 – With the mid-term elections behind us, there’s still one more critical issue left for Americans to vote on: the future of the French fry. Starting today, food lovers from both parties will have a chance to “Reinvent a Classic with Alexia.” The campaign, which runs through March 1, 2011, encourages consumers to visit www.Facebook.com/AlexiaFoods to determine the next Alexia fry by voting for a potato variety and seasoning pair, then matching their choice with their favorite fry cut.

At-home cooks frequently rewrite the recipe book by adding their unique ideas to standard dishes. Alexia has been doing the same for almost a decade by reinventing classic side dishes through the addition of simple, yet extraordinary ingredients with delicious results such as Spicy Sweet Potato Julienne Fries with Chipotle Seasoning and Oven Reds with Olive Oil, Parmesan & Roasted Garlic. Now, consumers have the chance to “Reinvent a Classic with Alexia” through their online votes.

“At Alexia, we love food. We love talking about it, we love making it and we love eating it. And we know the American public does too,” said, Mauro Pennella, vice president and general manager, Alexia Foods. “That’s why we can’t wait for food lovers on Facebook to elect the next Alexia fry to hit store shelves.”

How to Reinvent a Classic

Facebook users can “Reinvent a Classic with Alexia” at www.Facebook.com/AlexiaFoods by:

- Voting for the following potato flavor pairings: Carolina BBQ Sweet Potato, Chili Lime Sweet Potato, Caribbean Jerk Russet Potato or Parmesan Lemon Russet Potato
- Matching their choice with the following fry cuts: Julienne, Crinkle or Waffle
- Submitting their vote!

- More -

The new Alexia fry chosen by the most consumers will be on shelf beginning in the fall of 2011. As an added incentive, all consumers who “Reinvent a Classic with Alexia” on Facebook will receive a \$1.00 off coupon redeemable for Alexia frozen products, while supplies last.

More from Alexia

Alexia fries already available include a wide variety of cuts and flavors including Julienne Fries with Sea Salt, Classic Oven Crinkles, Oven Crinkles with Salt and Pepper, Yukon Gold Julienne Fries with Sea Salt, Waffle Fries with Sea Salt, Oven Fries with Olive Oil & Sea Salt, Oven Fries with Olive Oil, Rosemary & Garlic, Oven Reds with Olive Oil, Parmesan & Garlic, Sweet Potato Julienne Fries, Spicy Sweet Potato Julienne Fries with Chipotle Seasoning, Crinkle Cut Sweet Potato Fries with Sea Salt and Pepper and Waffle Cut Sweet Potato Fries with Sea Salt.

In addition to all-natural, premium fries, Alexia offers a full line of premium gourmet frozen potatoes, appetizers, breads, and side dishes that are perfect that go from freezer to table in less than 30 minutes. Alexia products are sold at grocery and natural food stores nationwide. To find more crowd-pleasing, all-natural frozen foods, visit www.AlexiaFoods.com.

About Alexia

Alexia Foods was founded in 2002. Alexia products are available at natural, gourmet, club, grocery and mass retail stores. For more information, please visit us at www.AlexiaFoods.com or www.Facebook.com/AlexiaFoods.

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