



Media Contact:
Kristin Lucas
JSH&A Public Relations
kristinl@jsha.com
630-932-7913

FOR IMMEDIATE RELEASE

CHEF TYLER FLORENCE TEAMS UP WITH ALEXIA FOODS TO MAKE EVERYDAY MEALS EXTRAORDINARY

Florence Helps Consumers Rewrite the Recipe Book by Adding Time-Saving Twists to Dinnertime Favorites

EAGLE, Idaho, February 23, 2011 – Preparing quick, gourmet-inspired meals just got easier thanks to Celebrity Chef Tyler Florence and Alexia Foods. Florence has created four delicious recipes to pair alongside some of Alexia’s most popular premium, all-natural side dishes. From an open faced pulled pork sandwich and spicy coleslaw served with Alexia’s Spicy Sweet Potato Julienne Fries to the perfect Turkey Meatloaf paired with Alexia’s Oven Reds, the recipe combinations will help busy at-home cooks make everyday meals extraordinary.

“Planning and preparing weeknight meals for the whole family can be daunting, not to mention time consuming,” said Florence. “Alexia’s all-natural side dishes go from the freezer to the table in just minutes and deliver outstanding gourmet flavor. With all of the options from Alexia, the meal possibilities are endless.”

Gourmet Flavored Meal Pairings from Florence

- **The Perfect Omelet with Watercress and Roasted Mushrooms.** Excellent as a breakfast dish or even as an entrée, Florence’s omelet is kid-friendly and simple to make. Prepared with fresh eggs, crushed white peppercorns and finely chopped chives, this dish pairs perfectly with Alexia Roasted Red Potatoes and Baby Portabella Mushrooms.
- **Open Faced Pulled Pork Sandwiches and Spicy Coleslaw.** Add a little kick to dinner with this crowd-pleasing favorite. Prepared with a dry rub of paprika, garlic powder, brown sugar and dry mustard and covered in a delicious cider vinegar barbeque sauce, the flavors in this classic sandwich couple well with the sweet and savory taste of Alexia Spicy Sweet Potato Julienne Fries with Chipotle Seasoning.

- More -

ALEXIA FOODS

Page 2

- **Steak Sandwich with White Cheddar Sauce & Fennel Slaw.** The tangy white cheddar cheese sauce on this hearty steak sandwich marries perfectly with the inventive combination of sweet Spanish onions and delicate Japanese style breading of Alexia Panko Breaded Onion Rings.
- **Turkey Meatloaf with Tomato Relish.** This down-home favorite comes to life with Florence's delicious tomato relish. And when served alongside Alexia Oven Reds flavored with olive oil, robust Parmesan cheese and roasted garlic, family members will be begging for seconds.

For complete recipes and pairing information, as well as some of Florence's tips for preparing and cooking quick, gourmet flavored meals, please visit www.facebook.com/alexiafoods.

Reinvent a Classic with Alexia

Tyler Florence frequently rewrites the recipe book by adding his 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. Now, consumers have the chance to "Reinvent a Classic with Alexia" by voting for the next Alexia French fry flavor on Facebook.

From now until March 1, 2011, consumers can visit www.facebook.com/alexiafoods to vote for their favorite fry cut and flavor combination. Flavors include Carolina BBQ Sweet Potato, Chili Lime Sweet Potato, Caribbean Jerk Russet Potato or Parmesan Lemon Russet Potato. The new Alexia fry chosen by the consumers will be on store shelves beginning in the fall of 2011. In addition, Florence will be creating an exclusive recipe pairing for the winning fry selection that will be shared on Alexia's Facebook page.

More from Alexia

Alexia offers a full line of premium gourmet frozen appetizers, breads, fries and potato side dishes 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.

###