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BeetNPath® Launches Loafer's Delight and Bolo'tini, the first of it's Fresh Meal Solutions

ITHACA, NY. January 10, 2011 – BeetNPath® announces the launch of our first two Fresh Meals, *Loafer's Delight and Bolo'tini*, further building a food brand that signifies fresh, healthy and local meal solutions.

BeetNPath's *Bolo'tini* is a traditional Bolognese sauce defined not only by using lean ground beef, but also adding large pieces of Portobello mushrooms, slivers of roasted garlic, tomatoes and red wine. The Bolognese is served over multigrain Rotini pasta that is high in Omega-3s and Fiber, with a side of steamed broccoli tossed in roasted garlic. This ready to microwave and eat fresh meal is well suited to those living a healthy fast-paced lifestyle.

Loafer's Delight is a meatloaf unlike any other. Made with antibiotic free turkey, finished with the acclaimed Dinosaur® BBQ Sauce and served with dirty smashed potatoes and broccoli tossed in roasted garlic, this is a meal that provides the comfort of great taste within a convenient, healthy meal.

Both meals made their debut on several New York college campuses and are rapidly moving in to the retail outlets that support the on-the-go culture of people on and around campuses. The Millennial Generation on campuses identifies and grasps the BeetNPath tenets of making accessible healthy, natural/organic, responsible and sustainable products.

Loafer's Delight and Bolo'tini are the first in an expanding line of fresh meal options being released by BeetNPath. BeetNPath will follow up our initial release with a unique spicy turkey chili meal and a Southwestern style chipotle chicken meal that are not only made using antibiotic free poultry, but also balance convenience and nutritional characteristics with the highest expectations of great taste.

About BeetNPath

BeetNPath is a farm to fork food producer offering people healthy and convenient food options that address demands of active and nutritionally aware people at universities, colleges and other institutions. BeetNPath works to develop foods that assist people in developing a well-balanced approach to food, diet and fitness while sharing insight on benefits associated with foods that are locally produced, minimally processed and based on fresh ingredients. For more information on our company, tenets, and products, please visit www.beetnpath.com or email us at bnp@beetnpath.com.