



MEDIA RELEASE

MAKING HEALTHY CHOICES EASY – PRE-PACKAGED CONVENIENCE FOODS RECOGNIZED AS NUTRITIOUS AND DELICIOUS IN THIRD ANNUAL LIVERight™ AWARDS

Toronto, ON – March 30, 2010 – Busy families trying to find easy and nutritious meal solutions now have a little help. The Canadian Liver Foundation's 2010 LIVERight™ Awards has recognized 9 packaged and prepared convenience food products as being both delicious and nutritious.

First started in 2008, the LIVERight™ Awards has two primary goals. The first is to help raise awareness of fatty liver disease, currently the most common type of liver disease in people living in North America. The second is to identify some practical solutions for individuals and families looking for healthy options to fit into their time-crunched schedules.

"An estimated 1.4 million Canadians have fatty liver disease from poor nutrition and inactivity," says Canadian Liver Foundation President Gary Fagan. "The LIVERight™ Awards initiative draws public attention to this important health issue and creates an opportunity for companies to be recognized for their effort to be part of the solution."

LIVERight Award submissions came from both well-recognized brands as well as smaller start-ups. Submissions were evaluated for their nutritional content and then in a blind taste test by nutrition and food experts.

"We understand that time pressures often make it challenging to maintain a healthy diet and there are many products on the market making a variety of health claims, says Billie Potkonjak, National Director of Health Promotion and Manager of the LIVERight Awards. "This year's winners provide options for breakfast, lunch and dinner. We were pleased to see a number of new companies getting involved as well as some of the previous year's winners returning to the competition with new products."

About the LIVERight™ Awards

The Canadian Liver Foundation's LIVERight™ Awards competition addresses Canadians' need for convenient food options that are both delicious and nutritious.

This annual national award program was created to raise awareness of North America's most common form of liver disease, fatty liver disease caused by poor nutrition and sedentary lifestyles. The disease is already estimated to be present in 18 to 24 per cent of the North American population, including children as young as two years of age.

A liver can develop deposits of fat as a result of poor nutrition or alcohol. The abnormal presence of fat in the liver can lead to serious consequences, such as inflammation of the liver (hepatitis), permanent scarring of the liver (cirrhosis) and even cancer.



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2010 Award categories included: Best Kid-Friendly Item; Best Breakfast Item; Best Beverage; Best Dessert; Best Vegetarian Item; Best Ethnic Item; Best Snack; Best Lunchbox Item; and Best Family-Friendly Item.

Entries are judged on taste, visual appeal and nutritional value. Winners may use the LIVERight Awards logo to leverage their product. For more details visit: www.liver.ca/liverightawards.

The 2010 judging panel included: Theresa Albert, D.H.N., R.N.C.P. (host of the popular Food Network series *Just One Bite*, owner of *Thyme for Supper*, and author of *Cook Once a Week, Eat Well Every Day*), James Smith (award-winning professional chef and professor at George Brown College), Judy Scott Welden (Nutritionist/Home Economist, Television Food Pro), Janet Madill, PhD, R.D. (Toronto General Hospital) and Diana Mager, PhD, R.D. (Assistant Professor, Clinical Nutrition, University of Alberta).

Canadian Liver Foundation

The LIVERight™ Awards are part of the Canadian Liver Foundation's LIVERight™ initiative that aims to make liver health a priority for all Canadians. For 40 years, the Canadian Liver Foundation's mandate has been to reduce the incidence and impact of all liver diseases. Through the national office and chapters across Canada, the Foundation actively supports education and research into the causes, diagnoses, prevention and treatment of liver disease. For more information, visit www.liver.ca.

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Backgrounder

2010 LIVERight Award winners

Category	Company	Product
Best Beverage	Van Dyk's Health Juice Products Ltd.	Van Dyk's by Nature 100% Pure Wild Blueberry Juice
Best Dessert	Troinoa Inc.	Yogalicious (Probiotic Vanilla Ice Kefir)
Best Vegetarian Item	Sol Cuisine Inc.	Sol Cuisine Mushroom Rice Burger
Best Breakfast Item	Belgo & Bellas	YogActive with psyllium fibre, probiotic yogurt, real peaches and strawberries
Best Lunchbox Item	Ozery's Pita Break	OneBun Multi-grain Sandwich
Best Kid-Friendly Item	Arthur's Fresh Company Ltd.	Mango Plus Fruit Smoothie for Elementary Schools
Best Family-Friendly Item	Retail Ready Foods Inc.	Travelling Butcher, Seasoned semi-boneless whole chicken – Mediterranean spicy red pepper flattened chicken
Best Snack	Ozery's Pita Break	OneBun Multi-grain 100 Calorie
Best Ethnic Item	The New Zealand & Australian Lamb Company Ltd.	Moroccan Lamb, New Zealand Lamb with chickpeas, raisins and vegetables with Moroccan spices