

FOR IMMEDIATE RELEASE

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Tofutti Foods Offers Non-Dairy Alternative as Solution For People With Lactose Intolerance during this Holiday Season

Barrie, ON – December 4, 2009 – Tofutti Foods of Canada will be offering samples of its non-dairy foods at several Metro Food stores across Ontario from December 10-11, just in time for the Holiday Season. For consumers who are lactose intolerant, or who may be entertaining friends and family who may be lactose intolerant, Tofutti offers a line-up of non-dairy food alternatives that eliminates the negative effects of lactose intolerance. Included in the Tofutti line-up are several non-dairy ice cream-style dessert products, non-dairy substitutes for cream cheese, sour cream and cheese slices. All Metro stores across Ontario are currently offering Tofutti products at special Holiday Feature Pricing until January 7th. In addition Tofutti will be giving away a large flat screen TV to one lucky winner whose name will be drawn from entries during this week's samplings. Consumers simply need to complete a ballot to enter.

"We're excited to provide a great line-up of non-dairy foods that will keep people healthy and happy during this Holiday Season," says Tofutti President Ian Hawes. "Tofutti is one of the best kept secrets for people who are lactose intolerant. Many non-dairy alternatives sacrifice on taste, but Tofutti has successfully produced a product that offers no dairy, no cholesterol, and it still taste's great."

Tofutti products also satisfy the specific demands of consumers who require a diet that is vegan, kosher parve, and includes zero cholesterol. "While the lactose intolerant community is our largest audience at 20% of the population, Tofutti has been very well received by Vegans, the Jewish Community, and those who simply need to eliminate cholesterol from their diet altogether. It used to be that alternative foods meant sacrificing taste, but Tofutti has always maintained its great taste." says Hawes.

Upcoming product samplings will be offered December 10-11 at Metro stores in Toronto, Scarborough, Brampton, Mississauga, Richmond Hill, Vaughan, Etobicoke, Oakville, Burlington, Guelph, Cambridge, Newmarket, Oshawa and Bowmanville (visit www.tofutti.ca for a complete list of locations).

About Tofutti Foods

Tofutti Foods has been operating in Canada for over 25 years and has established itself as a leader in alternative non-dairy foods. The Tofutti product line-up includes 28 different products of various flavours, that can be purchased at over 1500 retail food locations across Canada including Metro, Loblaws, Zehrs, Real Canadian Superstores, Fortinos, Your Independent Grocer, Atlantic Wholesale, Sobeys, IGA, Foodland, Longos, Highland Farms, Thrifty Foods, Overwaita Foods, and many fine independent food stores across Canada. Additional information is available online at www.tofutti.ca.