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### **Irish Pride Bakeries Launches Vita Kids Bread with MEG-3® Omega-3**

DARTMOUTH, NS (Ocean Nutrition Canada) – Ocean Nutrition Canada Limited (ONC), the world's largest Omega-3 EPA/DHA solutions provider and supplier of MEG-3® brand Omega-3 ingredients is pleased to announce the launch of Irish Pride Bakeries' first Omega-3 bakery product. Irish Pride Vita Kids Bread, the newest bread in the bakery's range is fortified with Omega-3 EPA/DHA and is made specifically with kid's nutrition in mind.

Every 100g of Irish Pride Vita Kids Bread provides 40mg Omega-3 EPA/DHA, is a source of folic acid, Vitamin C, Vitamin D, is preservative-free and has 25 percent reduced salt. The European Food Safety Authority (EFSA) recommends 250mg EPA/DHA per day for adults and children over 24 months. This exciting new launch makes it convenient for parents and easier for children to consume these important nutrients. Irish consumers can find this tasty new bread at supermarkets and convenience shops throughout Ireland.

More than 14,000 scientific studies over the past 35 years show the benefits of consuming Omega-3 EPA/DHA, and although the benefits are becoming more well-known, most individuals are still not consuming recommended levels. Children's particular tastes often make it difficult for parents to serve them a complete, healthy and balanced diet, including fish and all other food groups. Products like Irish Pride Vita Kids Bread make it easier to fit important Omega-3s and necessary vitamins and minerals into children's sometimes picky food preferences.

Irish Pride Bakeries began in 1989 as a collaboration of family bakers and has grown significantly since then. In fact, Irish Pride is now one of the largest bakery companies in Ireland. Irish Pride Bakeries has two bakeries located in Ballinrobe, Co. Mayo and Taghmon, Co. Wexford. These bakeries manufacture a wide range of wrapped bread, soft rolls and specialty breads.

Larry McDonald, Technical Manager of Irish Pride Bakeries states, "Irish Pride Bakeries has introduced a world class product, formulated to meet the nutritional needs of Irish children. We pride ourselves on providing superior quality that meets our consumers' demands and is why we chose Ocean Nutrition's MEG-3® ingredient." McDonald continued, "Research in Ireland has shown many 4-12 year-olds do not get enough vitamins and minerals in their diet. This new

product is made specifically with kids in mind. Our objective was to create a bread that all children would love and that would address the main areas of dietary concern for children.”

Jon Getzinger, Chief Sales and Marketing Officer, ONC said, “Ensuring your child receives daily recommended nutrients is important for normal healthy growth and development, and Omega-3 EPA/DHA is a big piece of this healthy eating puzzle.” Getzinger continued, “We are excited to be a part of Irish Pride’s first ever Omega-3 fortified bread. EPA/DHA is important at all life stages and it’s great to see a product like this that helps to address low Omega-3 intake levels in Irish children, while also providing necessary vitamins and minerals.”

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#### **About Irish Pride Bakeries:**

Irish Pride Bakeries is one of the largest bakeries in Ireland. Irish Pride Bakeries have defined a unique competitive position for our brand. Irish Pride is the bread that stands for Pride. This Pride is in relation to our products, our people and our service. This message is consistently communicated through our advertising.

As well as manufacturing and distributing our own range of breads, Irish Pride Bakeries acts as a distributor to a number of niche bakery partners including McCambridge, Stapletons, Panelto and Worlds Apart. To learn more please visit: [www.irishpride.ie](http://www.irishpride.ie)

#### **About Ocean Nutrition Canada Limited (ONC):**

Ocean Nutrition Canada (ONC) is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated. Clearwater Fine Foods Incorporated is a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood’s Limited Partnership, the world’s largest integrated shellfish harvester and processor.

ONC is the world’s largest supplier of Omega-3 EPA and DHA ingredients from fish oil, marketed into the dietary supplement and food manufacturing markets. To date MEG-3® ingredients have been included in over 101 billion servings of food and supplement products worldwide. For more information about ONC visit [www.ocean-nutrition.com](http://www.ocean-nutrition.com), and for information on the health benefits of MEG-3® ingredients please visit [www.meg-3.com](http://www.meg-3.com).

#### **About Omega-3:**

Omega-3 is a family of essential fatty acids, including EPA (eicosapentaenoic acid), DHA(docosahexaenoic acid), and ALA (alpha-linolenic acid). Oily fish (such as sardines, anchovies, mackerel, and salmon) are the major known natural sources of Omega-3 EPA/DHA. ALA is found in plants, such as flax and chia. It is important to note that the majority of health benefits associated with Omega-3 have been attributed to EPA and DHA, not plant-based ALA. While the body can convert ALA into EPA/DHA, it does so very inefficiently (less than one percent), leading many nutrition experts to recommend that consumers increase their EPA and DHA levels by consuming EPA and DHA directly (rather than from plant-sourced ALA). Although Omega-3 EPA/DHA is important to overall good health, the human body is not able to produce sufficient quantities on its own, so supplementation is required, either by eating oily fish or foods fortified with Omega-3 EPA/DHA, or by taking fish oil supplements.