



LUVO EXPANDS PARTNERSHIP AND MENU OFFERINGS WITH DELTA AIR LINES

New Fresh Choices Now Available at 30,000 Feet

VANCOUVER (July 1, 2014) – Luvo, the transformational lifestyle food brand, announced today the further expansion of menu items available on Delta Air Lines flights in the United States. The line of healthy menu items will be complimentary for Economy Comfort customers on transcontinental flights between New York-JFK and Los Angeles, San Francisco and Seattle and is available in the economy cabin for purchase on all domestic flights with a fresh menu option over 1400 miles.

“We are extremely excited to be expanding our in-flight menu offerings on Delta Air Lines,” said Christine Day, Chief Executive Officer at Luvo. “Today, many travelers are looking for healthier options in flight. We have received such positive feedback from customers on both the Delta shuttle and transcontinental flights; we look forward to offering Luvo meals and snacks to even more customers.”

Founded by Stephen Sidwell on one simple idea, Luvo’s core philosophy is about loving the food you eat: how it tastes, how it encourages a healthier lifestyle, and how it supports a more sustainable planet. Luvo seeks to revolutionize the way America eats by delivering great tasting, nutrient-dense food, flavored with creative combinations of herbs and spices, never using additives, artificial colorings or preservatives. Luvo was recently named one of *Fast Company’s* Most Innovative Companies of 2014.

Created by Chief Innovation Officer and Executive Chef, John Mitchell, the menu follows the successful launch of Luvo morning and afternoon snacks currently available on the Delta Shuttle flights between Los Angeles and San Francisco International airports. The new offerings will feature sandwich wraps from the following, rotating menu:

- **Grilled Chicken Wrap**- Spiced grilled chicken, crisp romaine lettuce, avocado, cherry tomato, vegan herb aioli, in an olive oil-whole wheat tortilla with a side of seedless grapes and a multi-seed cookie.
- **Roast Turkey & Havarti Wrap**- Sliced roast turkey breast, havarti cheese, black rice and bean salad, arugula, edamame hummus in an olive oil-whole wheat tortilla with a side of seedless grapes and a multi-seed cookie.

Transcontinental flights will also feature the **Quinoa Crunch Wrap**– Fresh crunchy vegetables, quinoa, avocado, edamame hummus, black rice and bean salad in an olive oil-whole wheat tortilla with a side of seedless grapes and a multi-seed cookie.

About Luvo

Luvo was founded on a simple idea: To love our food — how it tastes, what it does for our health and how it makes us feel nourished and happy. Luvo develops, manufactures, markets and sells healthy retail food products, including flatbreads, soups, and fresh and frozen ready-made entrees. Luvo works with its suppliers to ensure the quality of its ingredients, giving top consideration to eco-friendly practices that promote sustainability and ethical sourcing and products that are environmentally sound and health-sustaining. To learn more about Luvo, visit www.luvoinc.com, like us on Facebook and follow @LuvoInc on Twitter.

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