



Amy's Kitchen Adds New Gluten-Free Mexican Meal to its Popular Line *Roasted Poblano Enchilada Hitting Stores Now!*

May 5, 2017-- Petaluma, Calif. -- Amy's, a pioneer of the organic food industry, now in its 30th year, is pleased to announce the launch of a new product, Roasted Poblano Enchilada. As with all of Amy's enchiladas, this new dish is made with an organic corn tortilla that is hand-rolled and topped with sauce that's made in-house. Mexican food is America's 2nd favorite ethnic cuisine, after Italian, and Mexican food consumption is increasing faster than any other segment.¹

Features of Amy's Roasted Poblano Enchilada:

- Smooth, creamy poblano sauce made in-house
- Organic corn tortillas filled with organic carrots, bell peppers, zucchini, fire roasted poblanos, organic tofu and a blend of Cheddar and Monterey Jack cheeses
- Gluten-free

For more information on all of Amy's enchiladas, check out the full selection on our [website](#).

Follow Amy's on [Facebook](#), [Twitter](#), and [Instagram](#).

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Additional digital images and samples of new products are available upon request.



About Amy's

Amy's Kitchen has pioneered the organic food movement since its founding in 1987 and remains a privately held, family- owned business committed to offering family recipes, made-by-hand at an accessible price. Amy's Kitchen offers over 250 varieties of frozen and packaged foods, and the company is proud to offer options across gluten free, vegan, dairy free, lactose free, soy free, tree nut free, corn free, Kosher D, Kosher DE, and light in sodium categories.

Amy's products are widely available in the U.S. as well as more than 25 other countries around the globe. To find Amy's products near you, please visit our [website](#).

¹ According to Frozen & Refrigerated Buyer, 2016

