

## “Outdoors” StarKist Tuna Creations Pouches FACT SHEET

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### ABOUT

- StarKist® is proud to announce it is joining forces with Wounded Warrior Project® (WWP) by pledging \$100,000 in support of the non-profit organization's mission to honor and empower our nation's wounded veterans.
- To commemorate the partnership and rally grocery shoppers to support the national movement, StarKist will be introducing an “Outdoors” Tuna Creations® Pouch in a camouflage-inspired design
- No draining or mixing required, these offer a low calorie, convenient, no-mess way to enjoy seafood anytime
- **Flavors:** Lemon Pepper Tuna Creations; Sweet & Spicy Tuna Creations
- **Availability:** October 2014 thru 2015, consumers can find WWP seal alongside Outdoors Pouches at major grocery retailers nationwide
- **Size:** 4.5 oz. (typical Tuna Creations pouches are 2.6 oz. each)
- **Price:** \$2.49 SRP

### StarKist's Current Relationship with the U.S. Military

- With long-standing operations in American Samoa, StarKist has a vested interest in the well-being of our U.S. troops, as American Samoa veterans have played an important and continuing role in America's military history.
- StarKist supports the **Troy & Theodora Polamalu Foundation Fund**, which seeks to enrich lives by providing humanitarian aid to the people of American Samoa, as well as for military veterans on the island.

- StarKist currently provides tuna for all military meal kits, and the company has donated thousands of dollars of product to the troops over the past decade through StarKist's **Tuna for Soldiers** program.