

FOR IMMEDIATE RELEASE

Turtle Island Soup Gets ‘Souped Up’ with New Probiotic, GanedenBC³⁰

McHenry, Illinois (May 20, 2008) – Turtle Island Soup has launched a new line of Souper Food soups fortified with ingredients shown to have important health benefits, including the high-survivability probiotic, [GanedenBC³⁰](#).

The new Souper Food soups are powered by the probiotic GanedenBC³⁰ ([Bacillus coagulans GBI-30, 6086](#)), a probiotic that has been shown to survive through a wide variety of food manufacturing and storage conditions. Flavors will include Tortilla con Queso, White Cheddar Asparagus, Southwestern Roasted Corn and Artichoke Parmesan. Turtle Island’s Souper Food soups will be available for purchase in smaller specialty food stores and online beginning in July.

“Our goal at Turtle Island is to make all-natural soups that not only taste good, but are good for you and have truly important health benefits” explained Turtle Island President, Jan Berger. “The concept behind ‘Souper Food’ soups came out of our desire to create quick, healthy eating alternatives for our consumers. And with all the buzz around probiotics, we just knew we had to have a probiotic in our Souper Food soups.” Berger added that, “Consumers can now get meaningful levels of probiotics outside of yogurts and other refrigerated dairy products.”

“We did a lot of talking to a lot of different companies” continued Berger. “Ganeden was the only one that thought it was even possible for their probiotic bacteria to survive our manufacturing process and preparation. After testing GanedenBC³⁰, we couldn’t be more thrilled with the results. In our eyes, GanedenBC³⁰ is superior to any other probiotic available in the market.”

GanedenBC³⁰ is manufactured by the consumer healthcare company [Ganeden Biotech](#). Some benefits to GanedenBC³⁰ are it survives stomach acid better than the probiotic cells used in most yogurts, does not require refrigeration, has up to a two year shelf and is self-affirmed GRAS.

Ganeden Biotech's Co-Founder and Chief Scientist, Sean Farmer explains, "GanedenBC³⁰ is a spore-forming probiotic bacterium, meaning that inside the bacterial cell is a hardened structure, or spore, which is analogous to a seed. This spore protects the cell's genetic material from the heat and pressure of manufacturing processes, challenges of shelf life as well as the acid and bile it is exposed to during digestive transit. The viable spore is then able to germinate and produce new vegetative cells once it is safely inside the small intestine. Other "traditional" probiotic organisms are not able to form these protective spores, making them vulnerable to heat, pressure, shelf life variables and the acid and bile challenges of the digestive system."

The soups can be prepared by microwave or stove-top in less than five minutes by boiling two cups of water and then adding in the soup mix. Each package makes two eight ounce servings.

In addition to the probiotic, GanedenBC³⁰, the new Turtle Island Souper Food soups will contain Omega-3, Co-Q10 and dietary fiber.

About Ganeden Biotech

Founded in 1997, Ganeden Biotech Inc. is a consumer healthcare company based in Cleveland, Ohio that features a popular line of digestive and immune fitness products under the brand names [Sustenex](#) and [Digestive Advantage](#) which contain the patented probiotic, GanedenBC³⁰. [Ganeden Labs](#) is the licensing and development division of Ganeden Biotech, making proprietary, patented probiotic technology available for use in innovative products in a wide range of industries. GanedenBC³⁰ and its related patents are available for

licensing.

About Turtle Island Soup

[Turtle Island](#) soup has been producing cheese and vegetable based soups since 1993. The company was founded on the Berger kitchen table with one soup, Cheddar Beer. Since then the company has grown and now produces over twelve flavors of soups and is distributed nationwide. The company is still family owned and run and prides itself on making soups by the motto, "Be great. Eat great."

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