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Manitoba Harvest Hemp Foods Celebrates 15 Years With a Makeover

(Winnipeg, Manitoba – March 4, 2013) – Manitoba Harvest Hemp Foods (www.manitobaharvest.com) celebrates 15 years in business with a new logo and complete packaging refresh. The fresh new look will be officially launched at Natural Products Expo West trade show in Anaheim, California this week.

Wanting consumers to be a part of the rebrand process, Manitoba Harvest conducted consumer research and sought feedback from around the industry. “It was inspiring to realize how much our consumers cared, and fascinating to discover what brand elements they were attached to,” commented Mike Fata, CEO & Co-Founder of Manitoba Harvest Hemp Foods. “We moved to crisp, fresh green colours and kept the barn image in the logo purely based on consumer feedback.”

The simplified, eye-catching logo is just part of the makeover for Manitoba Harvest. Manitoba Harvest’s full line-up of protein powders are now in white canisters with bright colored labels that simply and creatively communicate product usage and key nutritional attributes of each. Larger sizes of protein powders have also been rebranded and are now offered in pouches.

Manitoba Harvest Hemp Foods’ fresh new look will be showcased at Natural Products Expo West trade show in Anaheim, California as part of 15th anniversary celebrations. Other anniversary celebrations include a live music party outside of the Anaheim convention center Friday, March 8th featuring Grammy award-winning band [Ozomatli](#).

“Fifteen years ago I would never have imagined the company would be where it is today,” explained Mike Fata. “Manitoba Harvest Hemp Foods is tremendously grateful to all of our loyal customers, partners, and fans for their support over the years and looks forward to another 15+ years!”

Manitoba Harvest Hemp Foods is the world’s largest hemp food manufacturer to grow, make and sell their own brand of hemp food products. Manitoba Harvest is proud to offer award-winning products like Hemp Hearts (raw shelled hemp seeds) and HEMP PRO 70[®] (hemp protein concentrate). www.manitobaharvest.com.
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