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## **Whole Foods Market® Introduces First Blush™ in the Pacific Northwest**

*100 Percent Natural Premium Varietal Grape Juice Launches Exclusively at Local  
Natural and Organic Foods Supermarket*

Seattle, Wash. (July 9, 2007) — Whole Foods Market (Nasdaq: WFMI), the world's leading natural and organic foods supermarket, introduces First Blush, the first 100 percent natural premium varietal grape juice, to the beverage section of its Pacific Northwest stores.

First Blush juice is made from the world's finest grapes with no preservatives, alcohol, caffeine or added sugar. Each juice is flash pasteurized to retain its unique concentration of flavors and nutrients. Scientific studies suggest that the naturally occurring polyphenol antioxidants found in First Blush help guard the body against free radicals, promote cardiovascular health and activate anti-aging enzymes.

"Whole Foods Market is excited to be the exclusive provider of First Blush," said Ron Megahan, Whole Foods Market Pacific Northwest regional president. "It is our goal to satisfy and delight our customers, and that includes offering countless new, delicious foodie finds. We're proud that our stores will be the first to offer First Blush juices."

First Blush is available in four varietal juices, with additional varietals to be introduced later this year:

- **100 Percent Cabernet Juice**  
*Aromas and Flavors: blackberry, black cherry and black currant*
- **100 Percent Rosé Juice from Zinfandel Grapes**  
*Aromas and Flavors: raspberry, strawberry and cranberry*
- **100 Percent Merlot Juice**  
*Aromas and Flavors: subtle currant, cherry, plum and vanilla*
- **100 Percent Chardonnay Juice**  
*Aromas and Flavors: peach, apricot and apple*

“Our team at First Blush is committed to producing the finest quality juice available,” said Victoria Briggs, First Blush co-founder. “We hope that Whole Foods Market customers in the Pacific Northwest will enjoy our pure and simple juices as much as we do.”

First Blush is committed to global health and wellness. In that spirit, First Blush has pledged to donate \$.05 of every bottle sold to the World Health Organization and its mission to promote health as a state of complete physical, mental and social well-being.

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#### **About First Blush™**

The world’s great collection of grapes has been primarily used for wine production. First Blush believes these grapes should be enjoyed as pure and simple juice. First Blush uses Cabernet, Merlot, Zinfandel and Chardonnay grapes to produce the best tasting and most nourishing varietal grape juice available today. First Blush’s juice is carefully squeezed from varietal grapes found in some of the finest vineyards. For more information, please visit [www.firstblushjuice.com](http://www.firstblushjuice.com).

#### **About Whole Foods Market®**

Founded in 1980 in Austin, Texas, Whole Foods Market ([www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)) is the world’s leading natural and organic foods supermarket and America’s first national certified organic grocer. In fiscal year 2006, the company had sales of \$5.6 billion and currently has more than 190 stores in the United States, Canada, and the United Kingdom. The Whole Foods Market motto, “Whole Foods, Whole People, Whole Planet”™ captures the company’s mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Whole Foods Market, Harry’s Farmers Market®, and Fresh & Wild® are trademarks owned by Whole Foods Market IP, LP. Whole Foods Market employs more than 45,000 Team Members and has been ranked for ten consecutive years as one of the “100 Best Companies to Work For” in America by *FORTUNE* magazine.

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