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Odwalla Reintroduces Apple Juice

New Flash Pasteurization Process Largely Maintains Integrity of Fresh Juice While Ensuring Safety --

(Half Moon Bay, Calif.) Odwalla Inc. (Nasdaq: ODWA) announced today that it will flash pasteurize its apple juice. Apple juice and apple juice-based products will be reintroduced on Friday, December 6 throughout Odwalla's seven state distribution areas.

Odwalla is pioneering the flash pasteurization process in the fresh juice industry. Odwalla believes flash pasteurization is less damaging to the integrity of fresh juice than traditional pasteurization. The process involves heating juice for a very short period of time to a set temperature. The temperature is high enough to kill harmful bacteria, yet still preserves much of the nutritional content and flavor in the juice. Standard or traditional pasteurization processes often heat the juice for longer periods of time, at slower heat-up rates, using considerably higher temperatures. The standard pasteurization process can destroy harmful bacteria along with some of the vital nutrients and enzymes that give food its healthful quality, but also can extend shelf life at room temperature.

Odwalla believes its flash pasteurization will keep Odwalla's apple juice as close to its natural state as possible while building in a substantial margin of safety. "Odwalla's new apple juice will be very close to the old product, but has a brighter color and a slightly lighter taste," says Brian Lovejoy, vice president of product leadership. "With the help of Odwalla's newly formed Nourishment and Food Safety Advisory Council, composed of leading scientists, nutritionists and health officials, the company has gone through every step of the apple juice-making process to set the industry's highest standards for food safety and quality control."

"Odwalla's first priority is safety," said Stephen Williamson, CEO of Odwalla. "After much consideration and research, we chose the flash pasteurization process as a method to produce apple juice. It is safe, yet largely preserves the great taste and nutritional value allowing Odwalla to remain true to its vision of optimal nourishment. Importantly, we will continue to aggressively pursue the research and development of alternative methods to bring our customers safe, unpasteurized apple juice."

"We hope heat treatment can be a temporary measure," said Greg Steltenpohl, Chairman of Odwalla. "We are more committed than ever to an appropriate balance between food safety and the importance of offering consumers a range of choices in selecting fresh foods."

The following products containing flash pasteurized apple juice will be back on the shelves on Friday, December 6:

Apple Juice	Blackberry Fruitshake
Mango Tango	Super Protein
Strawberry Banana Smoothie	Raspberry Smoothie
C-Monster	Strawberry C-Monster
Femme Vitale	Superfood
Serious Ginseng	Deep in Peach

Odwalla is the leading supplier of fresh fruit juice in the western United States, serving thousands of accounts in California, Nevada, Texas, New Mexico, Colorado, Oregon and Washington from its production facility in Dinuba, California.

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