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SABRA SPICES UP ITS LINE OF GO MEDITERRANEAN DIPS AND SPREADS WITH JALAPENO HUMMUS

Astoria, NY (June 3, 2007) -- Sabra®, www.sabra.com, the leading manufacturer of Mediterranean dips and spreads, announced today that it has added Jalapeno hummus to its growing line of 'Go Mediterranean' products. Sabra, known for continued product innovation, will launch the new flavor for distribution at the June IDDBA show at booth# 2813.

"Sabra is dedicated to providing our customers with high-quality products that offer exceptional flavor," said John McGuckin, EVP of sales of Sabra. "Our Jalapeno flavored hummus is a healthy, fresh and unique food item that's perfect for entertaining and sharing with family."

The Jalapeno hummus is trans fat and cholesterol free. Made with fresh jalapenos and Sabra's authentic Mediterranean hummus recipe, the delicious spread is perfect for entertaining. Each beautifully packaged Sabra product delivers the flavor of authentic Mediterranean recipes prepared with the freshest ingredients. Sabra's products are available in supermarkets, grocery, deli and convenience stores nationwide.

About Sabra®

Sabra of Astoria, New York, makes a wide and outstandingly delicious range of Mediterranean dips and spreads. Richer. Smoother. Tastier. All products are beautifully presented, certified kosher and vegetarian and available across the nation. With over 130% growth in the past 52 weeks, Sabra is leading its category according to recent AC Nielsen reports.