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### **LUVO RECEIVES 2016 SILVER EDISON AWARD**

*Company Recognized for Innovative Approach to Disrupting the Frozen Food Industry*

**Vancouver, BC – April 29, 2016** – Luvo Inc., a forward-thinking food company that offers chef-created, nutritionist-approved meals made from high quality ingredients, has been named as the Silver award winner for the Food & Beverage category at the 2016 Edison Awards™.

“Luvo is honored to receive this prestigious award that recognizes the Company’s commitment to creating the next generation of frozen food, with a focus on great taste, convenience and most importantly, nutrition,” said Christine Day, chief executive officer at Luvo. “We are disrupting the frozen food industry by making nutritious and delicious food accessible, with meals that promise full servings of fruits and vegetables, whole grains, lean protein, and *responsible* levels of sugar and sodium. Our innovation is in making food for the greater good, providing a solution so consumers never have to sacrifice convenience for health or taste, and can feel and perform better in every aspect of life.”

“Our judges recognized Luvo as a true innovator out of the many products in the Consumer Good, Food & Beverage category,” said Frank Bonafilia, executive director of the Edison Awards.

Steve Herring, Senior Nominations Manager of the Edison Awards added: “The Edison Awards prides itself on identifying innovation globally across all markets. More than 7,500 companies, products and services were vetted to find the few hundred accepted nominations this year. Of those, only 134 were chosen as Edison Awards Finalists. We are excited that Luvo among the few thought-leaders defining the future of their space selected this year!”

Luvo offers a wide range of globally inspired entrees and burritos at major retailers across the nation, online at [FreshDirect](#), [Amazon](#), [Peapod](#), and [Instacart](#), and on select Delta Air Lines flights. For more information on where to buy Luvo in your local area please visit: <http://luvoinc.com/where-to-buy/>.

#### **About Luvo Inc.**

Luvo ([www.LuvoInc.com](http://www.LuvoInc.com)) is creating the next generation of frozen food, with a focus on great taste, convenience and nutrition. The company was founded on a simple idea: To love our food — how it tastes, what it does for our health and how it makes us feel nourished and happy. Luvo develops, manufactures, markets and sells healthy retail food products and frozen ready-made entrees. Luvo works with its suppliers to ensure the quality of its ingredients, giving top consideration to eco-friendly practices that promote sustainability and ethical sourcing and products that are environmentally sound and health sustaining.

#### **About the Edison Awards™**

The Edison Awards is a program conducted by Edison Universe, a non-profit, 501(c)(3) organization dedicated to fostering future innovators. The Awards have been recognizing and honoring the best in

innovations and innovators since 1987. They honor game-changing innovations that are at the forefront of new product and service development, marketing and human-centered design, and are one of the highest accolades a company can receive in the name of successful innovation. For more information about the Edison Awards complete program and a list of past winners, visit [www.edisonawards.com](http://www.edisonawards.com).

