FRESH NATURE / NEWS RELEASE

Fresh Nature Brings Innovation and Personality to Its First PLMA Show

The chickpea-focused grower and processor introduces versatile ready-to-eat falafel bites and premium desiccant-free dry chickpeas for private label partners.





WALLA WALLA, Wash. | October 9, 2026 - Fresh Nature will make its debut at the Private Label Manufacturers Association (PLMA) trade show, bringing a fresh perspective to the chickpea category. Under its “Chickpeas with Personality” platform, the company will spotlight innovative, versatile products designed to help private label brands stand out.

Ready-to-Eat Falafel Bites: The Bite That’s Always Right. Fresh Nature’s fully cooked falafel bites offer a convenient twist on a familiar favorite. Delicious served hot or cold, they give consumers an easy option for fast-paced days while providing retailers with a versatile plant-based offering for snacks, meals, bowls and more. The format delivers authentic flavor without the time and labor of scratch preparation.

Premium Dry Chickpeas: Grown with Intention. Fresh Nature will also feature its premium dry chickpeas, grown without desiccants and processed in a facility dedicated exclusively to chickpeas. The company’s farm-to-processing focus emphasizes product quality, consistency and traceability - attributes increasingly important to private label customers seeking differentiated ingredient stories.

As a chickpea-focused farming and processing business in the Walla Walla Valley, Fresh Nature connects agricultural practices with product development. Its first PLMA appearance marks an opportunity to collaborate with retailers and private label manufacturers looking for products that combine recognizable ingredients, modern convenience and a compelling point of difference.

About Fresh Nature
Fresh Nature grows and processes chickpeas and develops value-added chickpea products for foodservice, manufacturing and retail markets. Learn more at www.freshnaturefoods.com.

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