

# Frontier & Simply Organic Vanillas

*Market Dominance, Sourcing Expertise, Outstanding Quality*



**SOURCE:** Madagascar

**FLAVOR PROFILE:** Full, rich, buttery smooth

**SOCIAL RESPONSIBILITY:** 1% of sales donated to organic farming education & research

**ATTRIBUTES:** Gluten Free



**SOURCE:** India

**FLAVOR PROFILE:** Sweet, creamy, high vanillin

**SOCIAL RESPONSIBILITY:** Frontier is the first national brand to offer vanilla extract and flavor that is Fair Trade certified by TransFair USA.

**ATTRIBUTES:** Fair Trade Certified

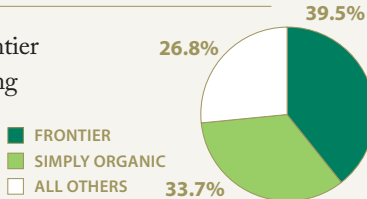


Madagascar

## BAKING FLAVORS CATEGORY \$ SHARE\*

Together Simply Organic and Frontier dominate the natural channel baking flavors category with a combined market share of \*73%!

\*Source: SPINSscan 52 weeks ending 6/12/2010



India