

# Gluten Free & Great Taste ... How Sweet It Is!

Introducing Two Extensions To The Simply Organic® Baking Mix Family



## These irresistibly delicious baking mixes capitalize on key consumer trends:

**Gluten Free** - 1 in 133 Americans is coping with gluten intolerance or celiac disease and still more have wheat allergies – fastest growing grocery segment today (+18%/year in 2008).  
{Source: Celiac Disease Foundation}

**Going Green** - consumers continue to seek sustainable products, and what is greener than Fair Trade Certified™ products? Not only were the original mixes the first fair trade baking mixes available ... Honeypot Ginger Cookies are the first to incorporate a fair trade spice – ground cloves – into the mix.

**Affordability** - When baking mixes are made with organic ingredients, the cost per cupcake or cookie is under 50¢.

**Cooking at home** - In a downsized economy, people are spending more time eating at home, yet are seeking to spice things up with fun flavor fusions and of course sweet indulgences.

**“FUN”ctional nutrition** - Low in fat and packed with whole grain goodness these delicious mixes containing rich cocoa & cayenne or honey & ginger produce desserts moms can feel totally good about serving their families.

*What are you waiting for ... stock all six mixes today!*



Simply healthy living.  
Simply great taste.



1%  
of sales funds organic  
farming and education

Give consumers delicious desserts they can feel totally good about.



◀ **Simply Organic® Cocoa Cayenne Cupcake Mix** boosts the rich flavor of Fair Trade Certified™ cocoa with a little kick of cayenne. The unique flavor of this robust treat is a favorite of all ages. The enticing taste of Cocoa Cayenne Cupcakes goes perfectly with a cup of your favorite organic coffee or tea, or with a glass of milk for little ones.

**Simply Organic® Honeypot Ginger Cookie Mix** combines ▶ the wholesome sweetness of honey with the spicy zip of ginger. It's an irresistible treat that makes snacking especially satisfying. Tantalizing Honeypot Ginger Cookies are so honeylicious that you might find a certain Pooh Bear dropping by.



Mixes	Organic	Fair Trade Certified™	Gluten Free*	Low Fat (prepared)	Whole Grain/ serving	Vegan (mix)
Cocoa Cayenne Cupcake	✓	✓	✓	✓	9g	✓
Honeypot Ginger Cookies	✓	✓	✓	✓	12g	
Banana Bread	✓	✓	✓	✓	11g	✓
Carrot Cake	✓	✓	✓	✓	14g	✓
Chai Spice Scone	✓	✓	✓		23g	✓
Cocoa Biscotti	✓	✓	✓	✓	23g	✓

\* meets FDA proposed standard for Gluten Free

UPC	Description	Wt. Oz.	Units/ Case
0-89836-18939-4	<b>Honeypot Ginger - NEW!</b>	<b>10.6</b>	<b>6</b>
0-89836-18938-7	<b>Cocoa Cayenne - NEW!</b>	<b>10.6</b>	<b>6</b>
0-89836-18933-2	Banana Bread	10.0	6
0-89836-18934-9	Carrot Cake	11.6	6
0-89836-18935-6	Chai Spice Scones	10.0	6
0-89836-18936-3	Cocoa Biscotti	10.0	6