

Flippin' Good!

Additional Delectable Extensions to the
Simply Organic® Baking Mix Family



simply
Organic®



These irresistibly delicious baking mixes capitalize on key consumer trends:

Gluten Free – 13.2% or about 40 million Americans are interested in gluten free products, resulting in strong sales growth (mainstream +15%, natural channel +20%).
{Source: The Hartman Group Study, July 2009 & SPINScan data}

“FUN”ctional nutrition – 15% - 25% of American parents are actively seeking gluten free food and drink. *{Source: New Nutrition Business report, “Organic and All Natural Kids Snacks and Baby Foods”}*

Affordability – when mixes are made with organic ingredients, the cost per brownie or pancake serving is under 60¢; perfect in today’s downsized economy.

Home baked convenience – mixes require only 2 ingredients and can be prepped in 5 minutes or less.

Going Green - consumers continue to seek sustainable products, and what could be greener than an organic, Fair Trade Certified™ product? Our Cocoa Brownies contain fair trade sugar and cocoa.

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



Simply healthy living.
Simply great taste.



1%
of sales funds organic
farming and education

Simply Organic® Baking Mixes – *Gluten Free & a whole lot more!*



◀ **Simply Organic® Cocoa Brownie Mix** is built around great-tasting Fair Trade Certified™ organic cocoa. While many brownies hide blasé cocoa behind oil, artificial flavorings and additives, our brownie mix is all natural, plain and simple. After you taste the cocoa-richness of our brownie, you won't settle for anything less.

Simply Organic® Pancake & Waffle Mix is out to keep the American griddlecake reigning supreme in the world of pancakes. Organic, gluten free, and vegetarian, our cakes have been proven in home tests to coax even stubborn teenagers out of bed. So, cast aside your crepe; brush away your blintz, and celebrate the greatest pancake in the world. ▶



Mixes	Organic	Fair Trade Certified™	Gluten Free*	Low Fat (prepared)	Whole Grain/ serving	Vegan (mix)
Cocoa Brownie	✓	✓	✓		6g	✓
Pancake & Waffle	✓		✓		20g	✓
Banana Bread	✓	✓	✓	✓	11g	✓
Carrot Cake	✓	✓	✓	✓	14g	✓
Chai Spice Scone	✓	✓	✓		23g	✓
Cocoa Cayenne Cupcake	✓	✓	✓	✓	9g	✓
Honeypot Ginger Cookies	✓	✓	✓	✓	12g	

* meets FDA proposed standard for Gluten Free

UPC	Description	Wt. Oz.	Units/ Case
0-89836-18940-0	Cocoa Brownie Mix - NEW!	13.0	6
0-89836-18941-7	Pancake & Waffle Mix - NEW!	16.0	6
0-89836-18933-2	Banana Bread Mix	10.0	6
0-89836-18934-9	Carrot Cake Mix	11.6	6
0-89836-18935-6	Chai Spice Scone Mix	10.0	6
0-89836-18938-7	Cocoa Cayenne Cupcake Mix	10.6	6
0-89836-18939-4	Honeypot Ginger Cookie Mix	10.6	6