

Need we say more?



Give your customers the brand name that tells them they've found what they're looking for.

Brand leadership

- #1 brand of organic spices and seasonings in natural and mainstream
- #2 overall package seasonings brand in natural

Seven new reasons to stock

Simply Organic®

- Bay Leaf
- Cayenne Pepper
- Chili Powder
- Ground Cloves
- Curry Powder
- Ground Nutmeg
- Paprika

Organic Growth

- Organic spices fueling growth
- **Natural +10.0%**
 - Organic spices +11.9%
 - Conventional spices +8.5%
- **Mainstream +6.5%**
 - Organic spices +24.5%
 - Conventional spices +5.3%



A way to eat. The way to live.

Quality Assured

- Our in-house Quality Assurance lab enables us to continuously screen raw materials

Value with a premium look

- Simply Organic glass bottles hold +50% more volume than traditional 4 oz. spice bottles
- Clear package provides assurance of quality and freshness and creates a premium feel

Responsible

- Simply Organic gives back 1% of sales to support organic farming causes

Simply Organic®
A way to eat.
The way to live.



We give back
1%
of our sales to support
organic farming causes.

Increase your sales with Simply Organic®

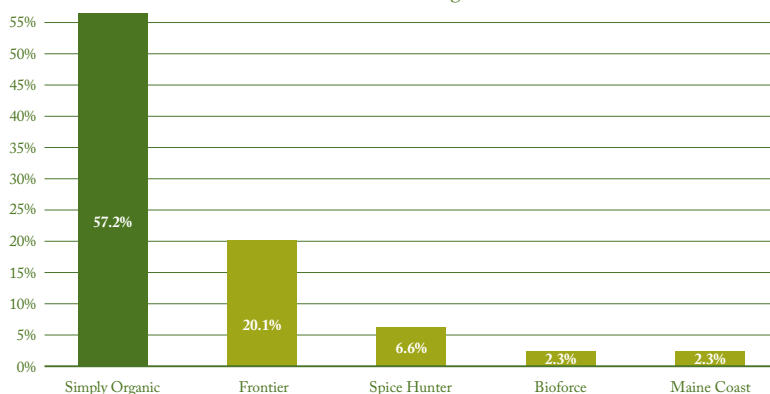
Simply Organic dominates organic spice and seasoning sales:

- **Market leadership** - with a unit market share of over 57% Simply Organic is the consumer's organic brand of choice.
- **Growth** - Simply Organic seasonings are pacing the category posting unit gains of +13.0 vs. the category at 11.3%

All of our Simply Organic Spices:

- Are Certified Organic by QAI (Quality Assurance International)
- Are Kosher Certified by KSA (Kosher Supervision of America)
- Include quality sourced and tested ingredients
- Are freshness sealed and dated to ensure great tasting flavor
- Contain no genetically engineered ingredients
- Are non-irradiated
- Are non-ETO treated (ETO - Ethylene Oxide - is a chemical sterilization process)

Natural Channel Seasoning Sales - Unit Share of Sales
52 Weeks Ending 3/24/07



Display Options

72 ct. Bottled Spice Display

- 12 units each of all-purpose seasoning, all-seasons salt, cinnamon, garlic salt, black pepper, and oregano
- UPC 0-89836-18563-1



Simply Organic Bottled Spices

UPC	Description	Wt. oz	Units/ Case	UPC	Description	Wt. oz	Units/ Case
0-89836-18510-5	All-Purpose Seasoning Cert. Org.	2.08	6	0-89836-18518-1	Ginger Root, Ground Cert. Org.	1.64	6
0-89836-18511-2	All-Seasons Salt Cert. Org.	4.73	6	0-89836-18606-5	Italian Seasoning Cert. Org.	0.95	6
0-89836-18512-9	Basil Leaf, Sweet C/S Cert. Org.	0.54	6	0-89836-18519-8	Lemon Pepper Cert. Org.	3.17	6
0-89836-18764-2	Bay Leaf Cert. Org. NEW!	0.14	6	0-89836-18607-2	Mustard Seed, Ground Cert. Org.	3.07	6
0-89836-18761-1	Cayenne Pepper Cert. Org. NEW!	2.89	6	0-89836-18766-6	Nutmeg, Ground Cert. Org. NEW!	2.30	6
0-89836-18600-3	Celery Salt Cert. Org.	5.54	6	0-89836-18520-4	Onion, White Minced Cert. Org.	2.21	6
0-89836-18760-4	Chili Powder Cert. Org. NEW!	2.89	6	0-89836-18608-9	Onion, White Powder Cert. Org.	3.74	6
0-89836-18601-0	Cilantro Leaf, C/S Cert. Org.	0.78	6	0-89836-18521-1	Oregano Leaf, C/S Cert. Org.	0.75	6
0-89836-18513-6	Cinnamon, Ground Cert. Org.	2.45	6	0-89836-18765-9	Paprika Cert. Org. NEW!	2.96	6
0-89836-18762-8	Cloves, Ground Cert. Org. NEW!	2.82	6	0-89836-18522-8	Parsley Flakes, C/S Cert. Org.	0.26	6
0-89836-18602-7	Coriander Seed, Ground Cert. Org.	2.29	6	0-89836-18523-5	Pepper, Black Medium Grind Cert. Org.	2.31	6
0-89836-18514-3	Cumin Seed, Ground Cert. Org.	2.31	6	0-89836-18524-2	Peppercorns, Black Whole Cert. Org.	2.65	6
0-89836-18763-5	Curry Powder Cert. Org. NEW!	3.00	6	0-89836-18609-6	Poppy Seed, Whole Cert. Org.	3.81	6
0-89836-18604-1	Dill Weed, C/S Cert. Org.	0.81	6	0-89836-18603-4	Red Pepper, Crushed Cert. Org.	2.39	6
0-89836-18605-8	Garlic 'N Herb Cert. Org.	3.10	6	0-89836-18610-2	Rosemary Leaf, Whole Cert. Org.	1.23	6
0-89836-18515-0	Garlic Pepper Cert. Org.	3.73	6	0-89836-18611-9	Sage Leaf, Ground Cert. Org.	1.41	6
0-89836-18516-7	Garlic Powder Cert. Org.	3.64	6	0-89836-18612-6	Sesame Seed, Whole Cert. Org.	3.70	6
0-89836-18517-4	Garlic Salt Cert. Org.	4.70	6	0-89836-18613-3	Thyme Leaf, Whole Cert. Org.	0.78	6
				0-89836-18525-9	Turmeric Root, Ground Cert. Org.	2.38	6

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