

Simply Organic® Baking Mixes ...

Sugar and Spice and everything nice.

Introducing 4 additions to the Simply Organic® Baking Mix family.



These classically delicious baking mixes capitalize on key consumer trends:

Gluten Free – The number of Americans diagnosed with celiac disease continues to rise year after year and diet is the only way to manage the condition. Our mixes are certified gluten-free by GFCO.

Sustainable – Consumers continue to seek products that support ethical practices. Simply Organic baking mixes contain Fair Trade Certified™ ingredients, when possible, and remain the only line of baking mixes to do so.

Affordable – When mixes are made with organic ingredients, the average cost per serving ranges from \$0.38 to \$1.13; perfect for today's cost conscience consumer.

Home baked convenience – Mixes require 2 - 3 common ingredients and can be prepped in 5 minutes.

Clean & Simple – Our baking mixes average only 9 ingredients per mix, offer whole grain goodness and never require the use of oil. Vegan recipes are provided on every package.



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® Devil's Food Cake Mix: Organic Fair Trade Certified™ Cane Sugar, Organic Brown Rice Flour, Organic Fair Trade Certified™ Cocoa Powder (Processed With Alkali), Baking Soda, Organic Tapioca Starch, Xanthan Gum, Sea Salt.



Simply Organic® Golden Vanilla Cake Mix: Organic Fair Trade Certified™ Cane Sugar, Organic Brown Rice Flour, Organic Tapioca Starch, Xanthan Gum, Cream Of Tartar, Sea Salt, Baking Soda, Organic Vanilla Bean Powder.



Simply Organic® Pizza Crust Mix: Organic Brown Rice Flour, Organic Tapioca Starch, Sea Salt, Organic Oregano, Organic Marjoram, Organic Thyme, Organic Rosemary, Organic Basil, Organic Sage.



Simply Organic® Spice Cookie Mix: Organic Brown Rice Flour, Organic Fair Trade Certified™ Cane Sugar, Organic Fair Trade Certified™ Sucanat® (Organic Dehydrated Cane Juice), Baking Soda, Xanthan Gum, Organic Cinnamon, Monocalcium Phosphate, Organic Corn Starch, Organic Ginger, Sea Salt, Organic Nutmeg, Organic Cloves.



| Pack/Size | Description | Item UPC | Unit of Sale | SRP |
|-----------|---------------------------------------|-----------------|--------------|--------|
| 6/11.6 | Devil's Food Cake Mix - <i>New!</i> | 0-89836-18944-8 | ea | \$4.99 |
| 6/9.7 | Golden Vanilla Cake Mix - <i>New!</i> | 0-89836-18945-5 | ea | \$4.99 |
| 6/10.0 | Pizza Crust Mix - <i>New!</i> | 0-89836-18946-2 | ea | \$4.99 |
| 6/11.3 | Spice Cookie Mix - <i>New!</i> | 0-89836-18947-9 | ea | \$4.99 |
| 6/10.0 | Banana Bread Mix | 0-89836-18933-2 | ea | \$4.99 |
| 6/11.6 | Carrot Cake Mix | 0-89836-18934-9 | ea | \$4.99 |
| 6/10.0 | Chai Spice Scone Mix | 0-89836-18935-6 | ea | \$4.99 |
| 6/10.6 | Cocoa Cayenne Cupcake Mix | 0-89836-18938-7 | ea | \$4.99 |
| 6/13.0 | Cocoa Brownie | 0-89836-18940-0 | ea | \$4.99 |
| 6/16.0 | Pancake & Waffle Mix | 0-89836-18941-7 | ea | \$4.99 |