



simply
Organic®



Prepare Fresh *in Minutes*

Top off the largest and fastest growing organic category (fruits and vegetables) with delicious salad dressing mixes from Simply Organic®.

Whether consumers are interested in the classics, or something a little spicy, Simply Organic offers consumers flavorful and convenient salad dressing mixes to suit their tastes.

Our organic dressing mixes capitalize on key consumer trends:

In Demand - organic fruits and vegetables are the fastest growing organic category (+11.4% vs. YA)¹ and represent over 11% of total US fruit and vegetable sales.¹

- Consumers are seeking organic salad dressings to complement organic produce.

Homemade Convenience - Dressing mixes can be prepared in a few minutes using 1 to 2 common ingredients.

- Dressing mixes contain no preservatives

Affordable - when prepared using organic ingredients, the average cost per serving is \$0.45.

Six Dressings Available

CLASSICS: Caesar, Italian, Ranch

VINAIGRETTES: Garlic, Pineapple Cilantro & Orange Ginger

Organic, Kosher, Gluten-free, Vegetarian - All of Simply Organic's Salad Dressing Mixes are third party certified — organic, kosher, gluten-free and are vegetarian, too.



Certified



Gluten-Free®

¹ Organic Trade Association's 2010 Organic Industry Study

Simply healthy living.
Simply great taste.™



1%
of sales funds organic
farming and education

Six Delicious Ways to Dress Up Your Greens



Simply Organic® Classic Caesar Dressing Mix: Organic Whey Powder, Organic Potato Starch, Organic Garlic, Organic Nonfat Milk, Sea Salt, Organic Cane Sugar, Organic Lemon Peel, Organic Black Pepper, Natural Flavor (Maltodextrin, Whey Solids, Natural Parmesan Cheese Flavor, Salt), Organic Mustard Seed, Lactic Acid Powder (Lactic Acid, Calcium Lactate, Silicon Dioxide). **Contains:** Milk



Simply Organic® Garlic Vinaigrette Dressing Mix: Organic Cane Sugar, Organic Maltodextrin, Organic Garlic, Sea Salt, Organic Onion, Organic Black Pepper, Organic Mustard, Organic Red Pepper, Organic Lemon Peel, Organic Oregano, Xanthan Gum.



Simply Organic® Italian Dressing Mix: Organic Cane Sugar, Organic Garlic, Sea Salt, Organic Onion, Organic Maltodextrin, Organic Red Pepper, Organic Black Pepper, Xanthan Gum, Organic Lemon Peel, Organic Basil, Organic Oregano, Organic Thyme.



Simply Organic® Orange Ginger Vinaigrette Dressing Mix: Organic Maltodextrin, Organic Orange Peel, Sea Salt, Organic Garlic, Organic Ginger, Organic Guar Gum, Organic Coriander, Organic Parsley, Organic Black Pepper, Xanthan Gum, Organic Turmeric, Citric Acid.



Simply Organic® Pineapple Cilantro Vinaigrette Dressing Mix: Organic Maltodextrin, Organic Pineapple Flakes (Organic Maltodextrin, Organic Pineapple, Organic Corn Starch, Sunflower Lecithin), Sea Salt, Organic Cilantro, Organic Onion, Organic Garlic, Organic Guar Gum, Xanthan Gum, Citric Acid.



Simply Organic® Ranch Dressing Mix: Organic Nonfat Milk, Sea Salt, Organic Cane Sugar, Organic Garlic, Organic Onion, Organic Carrot Powder, Organic Celery Seed, Xanthan Gum, Organic Parsley, Organic Black Pepper, Organic Natural Flavor (Organic Maltodextrin, Organic Natural Butter Flavor), Lactic Acid Powder (Lactic Acid, Calcium Lactate, Silicon Dioxide). **Contains:** Milk.



Pack/Size	Description	Item UPC	Unit of Sale	SRP
12/1.25	Classic Caesar Dressing Mix	0-89836-18836-6	ea	\$1.69
12/1.00	Garlic Vinaigrette Dressing Mix	0-89836-18835-9	ea	\$1.69
12/0.70	Italian Dressing Mix	0-89836-18831-1	ea	\$1.69
12/0.71	Orange Ginger Vinaigrette Dressing Mix - <i>New!</i>	0-89836-18963-9	ea	\$1.69
12/0.71	Pineapple Cilantro Vinaigrette Dressing Mix - <i>New!</i>	0-89836-18961-5	ea	\$1.69
12/1.00	Ranch Dressing Mix	0-89836-18833-5	ea	\$1.69

M524668 rev1