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AWARD-WINNING SIMPLE MILLS—a sofi FINALIST—to EXHIBIT AT 2015 SUMMER FANCY FOOD SHOW

Baking Mix Company Introduces Exciting Offerings & Brand New Look



CHICAGO, IL, May __, 2015 — Chicago-based Simple Mills announced that it will exhibit at the 2015 Summer Fancy Food Show, June 27 – June 30, 2015. At the show, the company will showcase its new look and exciting offerings, including three brand new products recently added to the Simple Mills popular line of almond flour based baking mixes.

“We’re very excited to be launching our fresh, new products and bright packaging in conjunction with the Fancy Food Show,” says Simple Mills founder Katlin Smith. “Showcasing our products before this special audience will give us great visibility and enable us to converse with others about the importance of providing consumers delicious, easy-to-make products that are, as always, low in sugar, high in protein and naturally gluten free.”

Simple Mills, a sofi finalist, will have on hand its new Pizza Dough Mix, Pancake & Waffle Mix, and Vanilla Cake Mix in addition to the company’s other products like Chocolate Chip Cookie Almond Flour Mix and Artisan Bread Almond Flour Mix. The new packaging, which features a bright starburst of color, is in box form, which will improve the ability to merchandise.

“We want our mixes to jump off the shelves and into customers’ carts. Finding products that you can feel good about serving to your family and friends can be even more difficult,” says Smith. “Rebranding our line of delicious and healthy mixes is part of our desire to make in-store decision making as easy as possible; we think the new line-up as well as our attractive packaging will do just that.”

In addition to the new look and offerings, customers will be getting even more product. “Our new packaging increases the package yield,” added Smith. “Plus, we’ve reduced the unit price from \$8.99 to \$7.99.”

Smith, 26, started Simple Mills after she cleaned up her own diet. “All the mixes I found on grocery store shelves had a ton of sugar, a lot of highly processed ingredients, things I



couldn't even pronounce," she says. "I wanted to offer products that would eliminate refined sugar, high-glycemic flours, gluten, or genetically-modified ingredients."

All the new products are available on Amazon and are already beginning to roll out on store shelves.

About Simple Mills:

Simple Mills is a new and exciting company offering grain-free baking mixes made with simple, whole-food ingredients that are naturally high in protein and low in sugar. Award-winning Simple Mills is currently in more than 500 stores nationwide and is one of the best-selling muffin mixes on Amazon.

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