



Natural Products Expo East 2016 - Booth #445

Half the Sugar, All the Taste! Organic Frosting from Simple Mills

Made with Just 8 Whole-Food Ingredients – No Artificial Anything

BALTIMORE (Sept. 22, 2016) – Finally, a frosting for cakes, cupcakes and cookies that even a ‘clean food’ fanatic can love! Made with half the sugar of both natural and conventional frosting brands, new Simple Mills Organic Frosting adds just enough sweetness with the help of monk fruit extract and just enough creaminess with a combination of coconut oil and sustainably sourced palm shortening. It’s also free of GMOs, dairy, gum, emulsifiers and gluten – vegan – easy to spread – and “simply” delicious.

Available in vanilla and chocolate flavors, the new frostings contain just eight whole-food ingredients that have been meticulously selected and sourced. Monk fruit extract, derived from a subtropical melon, pumps up the sweetness without pumping up the calories. Coconut oil – the favorite cooking oil of today’s most health-conscious consumers – has been linked to benefits ranging from curbing appetite to lowering cholesterol. The palm oil – added for flavor and texture – is both RSPO- (Roundtable on Sustainable Palm Oil) and EcoSocial-certified to ensure sustainability. The cocoa in the chocolate frosting is produced in a fair trade cooperative designed to create sustainable incomes for farmers and their families.

And unlike other frostings, the Simple Mills brand contains no corn syrup, corn starch, citric acid, xanthan gum, artificial flavors, colors or preservatives, or other problematic ingredients.

Each 10 oz container carries an MSRP of \$4.99 and frosts one cake or 24 cupcakes. Initial distribution includes select Whole Foods, Albertsons / Safeway, Wegman’s and other stores.

The new frosting line joins Simple Mills’ eight baking mixes and four cracker varieties, all of which are made with nutrient-dense, whole-food ingredients and are Non-GMO Project Verified, certified gluten-free, and formulated without grain, soy, artificial flavors or fillers. It’s that simple.

For more information, visit www.simplemills.com or follow the company on Facebook (www.facebook.com/SimpleMills), Twitter (twitter.com/simplemills), Instagram (instagram.com/simplemills) or Pinterest (www.pinterest.com/simplemills/).