



Natural Products Expo West 2017 – Booth #5370

Sprouted Goodness in Every Bite: New Sprouted Seed Crackers from Simple Mills

Grain-Free, Gluten-Free, Vegan & Paleo-Friendly with Real Cracker Crunch

ANAHEIM, CA (March 9, 2017) – Looking for a way to get more nutritional bang per cracker bite without sacrificing the crunchy texture you crave in a cracker? New 2”-round **Simple Mills Sprouted Seed Crackers** fit the bill with a blend of sunflower, flax and chia seeds that have been sprouted for greater nutrient absorption. Hemp seeds and other simple whole-food ingredients join the party, adding up to a grain-free, gluten-free, vegan, paleo-friendly, lower-carb, non-GMO cracker that is perfectly sized for your favorite toppings.

With Original, Everything, Jalapeno and Garlic & Herb varieties hitting store shelves this month, Simple Mills’ newest cracker creations get their goodness in part from a sprouting process that **boosts nutrient absorption** by removing the outer layer of the seeds that limits vitamin and mineral availability to the body. The crackers’ seed base also lowers the carbohydrate level by 20-50% compared to leading cracker brands, supplies 3 grams of protein per serving, is a good source of Vitamin E and manganese, and provides more than 1,000 mg of ALA (Alpha-Linolenic Acid) Omega 3s that have been linked to cardiovascular health, anti-inflammatory benefits, and protection against autoimmune disease.

Add crispness that you don’t always get in a natural cracker – plus fresh flavor derived from organic spices – and good cracker karma is with you. The cost per box is \$4.99 (MSRP), with initial distribution at Whole Foods and Sprouts.

Also debuting this month are new Cracked Black Pepper and Smoky BBQ Cheddar flavors of **Simple Mills Almond Flour Crackers** – 1” squares crafted for snacking and dipping – plus a new **grain-free and gluten-free cookie collection** with 25-40% less sugar than competitive products. These new products join the brand’s eight natural baking mixes, four previously released almond flour crackers, and two organic frostings. All Simple Mills products are made with nutrient-dense, whole-food ingredients and are Non-GMO Project Verified, certified gluten-free, and vegan with no grain, soy, or artificial flavors or fillers.

Simple Mills is the **fastest-growing brand in natural baking mixes and crackers**, ranking #2 in natural baking mixes and #3 in natural crackers by dollars sold.

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/).