



...Naturally!

FOR IMMEDIATE RELEASE:

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“Vermont Morning Goes Organic and Wheat-Free”

(May 22, 2006 – Waitsfield, Vermont) – Vermont Morning products are now 100% organic. Patricia Floyd, company President announced that NOFA, Northeast Organic Farming Association, certified Vermont Morning’s Waitsfield, Vermont, manufacturing plant at the end of March. “We were delighted to receive NOFA’s organic certification and look forward to being a part of the organic community.” NOFA is the USDA’s local certifying agency and certifies both farmers and producers in Vermont. “The organic industry has grown about 20% a year since 1997 to eleven billion dollars in 2003. Growth is expected to continue at a somewhat slower pace but, the good news is that organic products will be ‘routine’ by 2005. Certification means that certain stores or co-ops that chose not to carry Vermont Morning because we weren’t organic can now put us on their shelves with confidence.”

Vermont Morning’s multi-grain hot cereal has gained notoriety because or it has twice the fiber of oatmeal, remarkable texture and, of course, that nutty flavor...without the nuts. “Our new wheat-free blend keeps the texture and flavor or our original blend and raises the nutritional values even higher. We are confident that people who must avoid wheat will love it, as will people who like to experiment with different cereals.” Floyd indicated she will work on a gluten-free next. “It is a little tougher to meet my standards for taste, texture, and nutritional with the limited number of grains and seeds that don’t contain gluten. But, naturally, we have good ideas and intentions!”

Vermont Morning celebrates its third birthday July 1 and is on the shelves of 300 stores and co-operatives in the Northeast and Midwest. Headquartered in Waitsfield in Vermont’s Mad River Valley, Vermont Morning is committed to developing and

manufacturing breakfast products that support health and well-being with remarkable taste and texture. Made with the finest organic whole grains of oats, wheat, and rye that are rolled, steel cut, or branned, Vermont Morning hot cereal provides high fiber, protein, and complex carbohydrates with no trans fats, no cholesterol, and no added salt, sugar, or preservatives.

Vermont Morning is distributed by the nations' two top natural food distributors, United Natural Foods and Tree of Life as well as regional distributors, Associated Buyers, Vermont Roots, and P&S. Vermont Morning cereal can be found in select natural and gourmet markets, co-operatives and markets such as Shaw's Wild Harvest, Wild Oats, Whole Foods, Hannaford, Price Chopper, and Big Y. It is available nation-wide at www.vtmorning.com.

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