



...Naturally!

Contact: Patricia Floyd
Vermont Morning
802.496.7568
patricia@vtmorning.com

Vermont Morning[®] Fast Facts *Multi-Grain Hot Cereal*

WEBSITE: www.vtmorning.com

FOUNDED: July 2003 by Patricia and Peter Floyd

LOCATION: Waitsfield, Vermont

HISTORY: What started as concocting healthy and delicious meals for her family, evolved into providing a *taste of Vermont* in a nutritious hot cereal for Americans and people throughout the world to enjoy. Patricia Floyd, founder of Vermont Morning multi-grain hot cereal, began mixing her own cereals years ago. Sharing her secret creation with friends and family, a demand for the unique cereal grew quickly. Before Christmas 2001, Patricia made 300 pounds of the hot cereal mix, and sold out in just two days! That's when Patricia and her husband, Peter, decided it was time to start a business.

Vermont Morning's first manufacturing facility was the garage behind Patricia and Peter's home on the Mad River in Warren, Vermont. With no room left for their cars, tools, or typical garage items, Vermont Morning cereal is now produced in small batches at a plant in nearby Waitsfield, Vermont. The tag line, ***TBHCYEA** stands for *The Best Hot Cereal You Ever Ate*, which seems to be the universal response of satisfied Vermont Morning customers.

MISSION: Vermont Morning's mission is to develop and manufacture products that change America's palate, one breakfast at a time. They are committed to producing the highest quality natural food products that will always focus on three criteria: taste, texture and nutrition.

PRODUCTS: Vermont Morning hot cereal is made from the *natural whole grains of oats, wheat and rye* that are *rolled, steel cut, or branned* and deliver a unique taste and texture. The hints of cinnamon and nutty overtones give a new twist to an old favorite with

PO Box 543 • 151 Mad River Canoe Road • Waitsfield, VT 05673
802.496.7568 • www.vtmorning.com

no added salt, sugar or preservatives. This is not your typical hot cereal! The secret is in the variety of **grain cuts**, which make for a hearty bowl of whole grain delight. Each Vermont Morning breakfast can be personalized with fruit, nuts, maple syrup, a touch of dark brown sugar or a pinch of nutmeg. They will launch a wheat-free version this summer.

COMPANY

FOUNDERS: Tired of Monday through Friday national and international business trips after 14 years of working as a business consultant, Patricia Floyd traded the corporate world for her dream of bringing her wholesome Vermont-specialty hot cereal to consumers. Her husband, Peter, formerly a business consultant for over 20 years, is Patricia's business partner. Upon the decision to "go for it" and start the Vermont Morning company, Patricia and Peter sold their home of 14 years and downsized to a place less than one half the size to provide capital for their venture. Originally from Connecticut, the Floyd's enjoy the serenity of life in Warren, Vermont, a town with no traffic lights but picturesque farms, forests and plenty of interesting people.

RECENT COMPANY

MILESTONES: *December 2001* – Patricia mixes 300 pounds of the first commercially available batch of Vermont Morning cereal, and sells out in just two days!

May 2002 – Vermont Morning's successful test market phase begins with a booth at their local farmers' market and ends with Mehuron's, an independent grocer in Waitsfield, Vermont, stocking Vermont Morning on its shelves. Vermont Morning becomes the best-selling hot cereal in the store within a few weeks...and continues to be.

July 2003 – Following success in the trial phase, Vermont Morning is officially established, sells to Vermont stores and co-ops, and goes online with webpage capabilities including online ordering, recipes and customer comments.

October 2003 – Central Vermont Medical Center offers Vermont Morning cereal as a cafeteria item and later, as an in-patient menu item. Clinic educators also begin offering samples of the cereal to diabetes, weight loss and coronary rehabilitation patients in their education classes.

October 2003 – The Floyds move production into a real plant in Waitsfield, Vermont.

August 2004 – United Natural Foods, Inc., a national food distributor begins distributing Vermont Morning cereal to major natural foods retailers in the east.

September 2004 – Vermont Morning is introduced in select Shaw's and Star Market stores in the northeast.

September 2004 – Vermont Morning is approved by The South Beach Diet and begins advertising on line in SBD's Daily Dish. E-orders increase 800%.

December 2004 – Vermont Morning expands its foodservice distribution in the northeast with Burlington Food Service.

January 2005 – Vermont Morning is introduced in select Wild Oats stores in the northeast.

###