

## **Key Messages for Vermont Morning**

- ◆ Great taste and texture – Vermont Morning Multi-Grain Hot Cereal delivers a unique taste and texture with its whole grain combination of rolled, steel cut and branned oats, wheat and rye.
- ◆ Impressive nutritional – Vermont Morning multi-grain hot cereal has twice the fiber of regular oatmeal with 8g dietary fiber and 3g soluble fiber and is a cholesterol-free food with no added salt, sugar or preservatives. It also packs 9g protein in every bowl.
- ◆ In the tradition of other Vermont artisan foods, Mad River Valley’s hot cereal maven, Patricia Floyd, is out to change America’s palate one breakfast at a time.

### **Colorful Quotes**

- ◆ “Wake up to a taste of Vermont every morning.”
- ◆ “Like no other hot cereal you’ve tasted.”
- ◆ “Changing America’s palate one breakfast at a time.”
- ◆ “Going with the grains.”
- ◆ “The best hot cereal you ever ate (TBHCYEA).”
- ◆ “Crunchy goodness with nutty overtones in every spoonful.”