



...Naturally!

January 2005

Dear Media Friend,

I am very pleased to present you with this Media Kit from *Vermont Morning*, “**The Best Hot Cereal You Ever Ate!**” Following in the illustrious traditions of other Vermont specialty foods like Ben and Jerry’s, Green Mountain Coffee, and Cabot Cheese, Vermont Morning is quickly establishing an enthusiastic following both in Vermont and as far away as Alaska and Colombia!

Also like those other now-famous products, Vermont Morning Multi-Grain Hot Cereal enjoyed the humblest of natural beginnings—in our case in the garage behind our Warren, Vermont home. Not the least interesting element of the story behind this cereal is the fact that I, Patricia, who had not one day of food industry experience, created the magic formula that is the secret of Vermont Morning’s delicious success.

A number of newsworthy developments are highlighted in the enclosed press materials. Please take time to give them a read.

But the proof is always really in the pudding—or cereal—as they say, so we’ve also enclosed a sample of Vermont Morning for you to try. Cooking instructions are on the package. We like ours with a dab of Vermont Maple Syrup, but you’ll find your own favored presentation. We’re sure that once you’ve tasted this unique multi-grain cereal, you’ll join the chorus of people who are exclaiming, ***That’s the best hot cereal I ever ate!*** People are raving about Vermont’s Morning’s nutrition benefits as well. It contains only whole grains, energy-sustaining complex carbohydrates, with twice the dietary fiber of oatmeal, and three grams of soluble fiber per serving. And, the nutrients and flavor of Vermont Morning come without added salt, sugar or preservatives. With so much to offer, we hope you’ll introduce your readers to this superb hot cereal from Vermont’s Mad River Valley.

Sincerely,

Patricia Floyd