



...Naturally!

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Vermont Morning[®] Product Overview

Changing America's Palate, One Breakfast at a Time

Over the last century, our national palate has been changed so that, as a nation, we learned to want food to taste sweet. As we ate less and less fresh food from the farm or our own kitchens and more and more processed and prepared foods, we were at the mercy of food manufacturers. Politics aside, sugar is a very inexpensive ingredient so it is cheaper to add more sugar and not worry about other flavors. Think about some of the foods you eat. What is your first taste of corn flakes? Sweet. Maybe the corn flavor comes later. Your favorite Almond biscotti? Tastes more sweet than almond. Why is sugar added to tomato sauces, already naturally sweet? Even most chocolates are loaded with so much sugar that the first taste is sweet, not chocolate. And not necessary!

The unfortunate result of our palates' change to the sweet range is epidemic proportions of diabetes and obesity in children and adults. Never have we as a nation weighed as much or become so ill in such numbers.

We believe America will actually like the taste of foods without all that sugar. And, that's why we are changing America's palate, one breakfast at a time.

Vermont Morning Multi-Grain Hot Cereal – made of the finest *natural oats, wheat and rye without any added salt, sugar or preservatives* – is even better than grandma used to make! And, with *no trans fats, no cholesterol, low sodium and high fiber*, Vermont Morning cereal is a nutritious and delicious start to the day.

Made with the same care that Patricia Floyd, founder of Vermont Morning, makes breakfast for her family, Vermont Morning cereal can be found at select natural and gourmet markets, co-op grocers and markets such as Shaw's and Wild Oats or online at www.vtmorning.com.* Look for Vermont Morning cereal in the blue and green convenient resealable packaging, beckoning you to greet the morning with a taste of Vermont in every bite.

Net Weight – 252 grams (8.8 ounces) & 681 grams (24 ounces)
Suggested Retail Price - \$2.99 - \$3.99 (8.8 ounces) & \$4.79 - \$4.99 (24 ounces), depending upon store location

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Vermont Morning hot cereal's intriguing taste and texture come from the combination of **natural whole grains of oats, wheat and rye** that are **rolled, steel cut, or branned**. The **nutty overtone** of the grains along with a **touch of cinnamon** provides a distinct flavor, unique from other hot cereals. And, for those hot-cereal doubters who find the texture of most hot cereals unappealing, Vermont Morning will turn you into believers! The multiple grain cuts make for a hearty bowl of nutrition, minus the mushiness. And, to make each breakfast a new adventure, add twists such as fruit, nuts, maple syrup, a touch of dark brown sugar or a pinch of nutmeg.

The nutrition facts are another remarkable feature of Vermont Morning hot cereal. A single serving, ½ cup dry (1 cup cooked), delivers 32% (8 grams) of the Daily Value (recommended intake level in food labeling terms) for **dietary fiber**. That's twice the amount of fiber in oatmeal. A single serving of Vermont Morning also packs three grams of **soluble fiber**, the amount recommended by the Food and Drug Administration for effective cholesterol reduction. Few cereals can match Vermont Morning's fiber content. And, this incredible hot cereal has been approved by **The South Beach Diet** for advertising in their Daily Dish – good news for Vermont Morning and South Beach Dieters!

The whole grain varieties in Vermont Morning supply not only high fiber, but also **complex carbohydrates** for sustained energy and a stable insulin response. Important for athletes, or anyone on the go, complex carbohydrates are a necessity for peak performance. Also, a serving of Vermont Morning is just three points on the **Weight Watcher's scale**. In fact, food service facilities from hospitals, to country inns, restaurants, diners and even to five-star hotels serve this **homemade hot-cereal specialty**. For people of all ages and occupations, Vermont Morning is a great way to start the day!

*NOTE TO EDITORS: See full store listing included with press materials.

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