



...Naturally!

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Going With the Grain: Low-carb Is Out and Whole Grains Are In *The 2005 U.S. Dietary Guidelines emphasize whole grains as part of a healthy diet*

Waitsfield, Vt. - (January 24, 2005) – The sixth edition of the Dietary Guidelines for Americans, released on January 12, 2005, provides science-based recommendations to promote health and reduce risk of chronic diseases through nutrition and physical activity. According to the 2005 Dietary Guidelines, “Increased intakes of fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products are likely to have important health benefits for most Americans.” Furthermore, research shows that eating at least three or more servings (1 ounce = a serving) of whole grains per day can reduce the risk of several chronic diseases and may help with weight maintenance.

The Dietary Guidelines confirm that low-carb is out and whole grains are in. A delicious way to increase whole grain consumption is with Vermont Morning multi-grain hot cereal. Registered Dietitian, Sylvia Gaboriault, uses Vermont Morning hot cereal in her diabetes education and cardiac rehabilitation classes, as an example of a diabetic- and heart-friendly product. “Vermont Morning is a simple and delectable way to add whole grains into any diet. My patients are surprised when they taste it – yes, something that tastes delicious can actually be good for you, too!”

Whole grains include oats, whole wheat, brown rice, whole rye, whole-grain barley, wild rice, buckwheat, triticale, bulgar, millet, quinoa, whole-grain corn and popcorn. A vital part of a health-promoting diet, whole grains contain both soluble and insoluble fiber as well as essential vitamins, minerals and complex carbohydrates. Soluble fiber has been shown to help reduce blood cholesterol

levels. Insoluble fiber promotes regularity and increases transit time of cancer-causing material through the colon, therefore helping reduce risk for colon cancer.

Made with the finest natural whole grains of oats, wheat and rye that are rolled, steel cut, or branned, per serving Vermont Morning contains 8 grams of dietary fiber, 3 grams of soluble fiber and 9 grams of protein. In addition to its remarkable nutrition, the variety of grain cuts provides a unique taste and texture, with hints of cinnamon and nutty overtones – all in one hearty bowl!

Not just a hot cereal, you can use Vermont Morning in baked recipes to slip whole grains into some of your family favorites. Add fiber to muffins, scones, or grandma's famous oatmeal cookies. This amazing hot cereal can be used to make hash browns without the potatoes, rice without the rice, and bread dressing without the bread! By using a whole grain alternative to refined grain products, you can add flavor and nutrition to traditional favorites.

About Vermont Morning Multi-grain Hot Cereal – Vermont Morning, Waitsfield, Vermont, is a woman-owned business committed to developing and manufacturing **breakfast products that enhance the lives of their customers and support health and well-being.** Made with the finest natural 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 cereal can be found in the northeastern U.S. at select natural and gourmet markets, co-op grocers and markets such as Shaw's and Wild Oats and is available nation-wide at www.vtmorning.com.

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Note to editors: Samples are always available for the media – just ask!