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**Simple Mills Highlights Commitment to People and Planetary Wellness at Natural Products Expo West 2022**

*Purposeful snacking brand, Simple Mills, prioritizes nutrient density and regenerative agriculture to craft Sweet Thins and Organic Seed Flour Crackers*

CHICAGO (March 01, 2022) – [Simple Mills](#), the #1 baking mix brand, #1 cracker brand, #2 cookie brand, and #1 growth driver in bars in the natural channel<sup>1</sup> is giving attendees of Natural Products Expo West 2022 a look at how the brand is revolutionizing food design. The brand is showcasing two recent innovations at booth N305, Sweet Thins and Organic Seed Flour Crackers, both of which were developed with holistic health for the planet and its people at the center of the design process.

Helping consumers transform how they feel by empowering them to choose clean, nutritious options made with only purposeful, nutrient-dense ingredients and nothing artificial ever has always been a cornerstone of the Simple Mills mission. Now the company is evolving its mission to include planetary health as an equally critical commitment. By piloting a product design framework that connects the brand's regenerative agriculture initiatives to its innovation pipeline, Simple Mills is committing to advancing the holistic health of people and the planet.

Simple Mills sees regenerative agriculture as an opportunity to strengthen ecosystem and farmer economic resilience through principles that consider the holistic context of the farming system. Three main regenerative agriculture pathways characterize their approach: 1) designing products to include a diversity of ingredients that create market demand for underrepresented crops, which can help enhance agricultural biodiversity; 2) building direct farmer contracts that include technical assistance and financial incentives to adopt regenerative principles; 3) investing in regenerative agriculture training and research programs in key sourcing regions. Moving forward, all Simple Mills product launches will seek to advance regenerative agriculture through one or more of these pathways.

Products that feature these innovation approaches include:

[Sweet Thins](#) – The first cookie product to use watermelon seed flour, Sweet Thins are available in Honey Cinnamon, Chocolate Brownie, and Mint Chocolate. Made from a seed and nut flour blend including watermelon seed, cashew, sunflower seed, and flax seed flour, and sweetened

with coconut sugar, Sweet Thins offer a deliciously light and crispy texture and pack a nutrient dense punch of good fats, fiber, and protein. Sweet Thins are Certified Gluten-Free<sup>2</sup>, Non-GMO Project Verified, free of grains, corn, soy, dairy, gums, emulsifiers, and are paleo-friendly.

- Simple Mills sources coconut sugar from Java, Indonesia, where the brand is investing in a multi-year project in partnership with [PUR Projet](https://www.purprojet.com/) to provide regenerative agriculture training for over 700 farmers working to diversify perennial tree cropping systems, implement farming practices that have the potential to improve soil health, and enhance food safety practices.  
[https://www.purprojet.com/https://www.purprojet.com/https://www.purprojet.com/](https://www.purprojet.com/)
- Creating demand for watermelon seed, a warm season crop that prevents soil erosion by providing ground cover, can help growers diversify their crop rotations and build resilience on their farms.

**[Organic Seed Flour Crackers](#)** – Available in Original, Garlic & Herb, and Everything and made from a nutrient-dense blend of sunflower, pumpkin, and flax seed flour, Organic Seed Flour Crackers deliver protein, fiber, and antioxidants in every serving. Organic Seed Crackers are USDA Organic Certified<sup>2</sup>, Non-GMO Project Verified, free of grains, soy, corn, gums, and emulsifiers, and are paleo-friendly and vegan.

- Simple Mills has developed partnerships with four midwestern sunflower growers who are using regenerative principles like keeping living roots in the ground with cover crops and reducing soil disturbance by minimizing tillage. Simple Mills incentivizes the adoption of regenerative principles and guarantees ingredient offtake to reduce risk for growers.
- Sunflower, a warm season crop that attracts pollinators, plays an important role in the partner farms' crop rotations.

“Food, agriculture, and land use contribute nearly 25% of global greenhouse gas emissions, but the way we make food is also a powerful opportunity to do good for the planet and its people,” said Katlin Smith, founder & CEO of Simple Mills. “By focusing on innovation with people and planetary health in mind, we’re hoping to create a ripple effect in the industry at large. Sweet Thins and Organic Seed Flour Crackers are examples of our dedication to revolutionary food design that advances regenerative agriculture principles, elevates farmers, empowers eaters, and inspires peers so our food system can nourish people and our planet now and for generations to come.”

<https://www.purprojet.com/>

Sweet Thins and Organic Seed Flour Crackers are available at retailers including Whole Foods, Sprout’s, Amazon and SimpleMills.com. Both products will be available at the show booth for sampling. Visit [www.simplemills.com](http://www.simplemills.com) for details on the brand’s full portfolio and more on its commitment to regenerative agriculture.

### **About Simple Mills**

Founded in 2012, Simple Mills is a leading provider of better-for-you crackers, cookies, snack bars and baking mixes made with clean, nutrient-dense ingredients and nothing artificial, ever. Celebrating its tenth anniversary this year, the company has disrupted center-aisle

grocery categories to become the #1 baking mix brand, #1 cracker brand, #2 cookie brand, and #1 growth driver in bars in the natural channel<sup>1</sup> with distribution in over 25,000 stores nationwide. Its mission is to advance the holistic health of the planet and its people by positively impacting the way food is made. For more information, visit [www.simplerolls.com](http://www.simplerolls.com).

1. SPINS Data, \$ Sales, Latest 52 Weeks Ending 1/23/22
2. Certified by the Gluten Free Certification Organization (GFCO)