



Natural Products Expo West 2017 - Booth #5370

A New Clean-Eating Star in the Cookie Aisle: Grain-Free, Gluten-Free, Lower-Sugar Cookies from Simple Mills

25-40% Less Sugar, Vegan, Paleo-Friendly & Crunchy

ANAHEIM, CA (March 9, 2017) – Whether you're grain-free, gluten-free, vegan, paleo or simply a clean food advocate, finding a cookie with the right ingredients as well as the right texture is as difficult as eating only one. Now Simple Mills comes to the rescue with a new collection of crunchy cookies that contain **25-40% less sugar than leading cookie brands**, are sweetened with coconut sugar to limit the glycemic impact, and are made from other simple whole-food ingredients that even the purest eaters will love.

Now available in Chocolate Chip, Double Chocolate, Cinnamon and Toasted Pecan varieties, **Simple Mills Crunchy Cookies** weigh in with no more than 6 grams of sugar per three-cookie serving and feature a naturally gluten-free base-flour blend consisting of **almonds, coconuts, and high-fiber prebiotic root vegetables called tigernuts** that were a cornerstone of Paleolithic diets.

All varieties also contain coconut oil – the favorite cooking oil of **today's most health-conscious consumers** with benefits ranging from curbing appetite to lowering cholesterol – and other simple ingredients like tapioca, arrowroot, vanilla extract and sea salt.

Each cookie has just 40 calories. The cost per box is \$4.99 (MSRP). Initial distribution is at Whole Foods and Sprouts.

The new cookie line joins Simple Mills' eight baking mixes, two frostings, four almond flour cracker varieties, and a new collection of sprouted seed crackers along with two new almond flour cracker flavors. All products are made with **nutrient-dense, whole-food ingredients** and are Non-GMO Project Verified, certified gluten-free, and formulated without grain, soy, corn, dairy, or artificial flavors or fillers.

Simple Mills is the **fastest-growing brand in natural baking mixes and crackers**, ranking #2 in natural baking mixes and #3 in natural crackers by dollars sold.

For more information, visit www.simplemills.com or follow the company on Facebook (www.facebook.com/SimpleMills), Twitter (twitter.com/simplemills), Instagram (instagram.com/simplemills) or Pinterest (www.pinterest.com/simplemills/).