



Winter Fancy Food Show Booth #1682

Simple Mills' Natural Baking Mixes Hold #1 Spot in Sales per Store

Growth Surge Also Catapults Company from #8 to #3 in Total Dollar Sales in Category

SAN FRANCISCO (January 17, 2016) – Just two years after debuting in stores, natural baking mix manufacturer [Simple Mills](#) is rising to the top of the category with a surge in market share. The company **hit #1 in the category in sales per store** in early 2015 and held the spot for the entire year. It also **jumped from #8 to #3 in total dollar sales** and **more than quintupled distribution from 445 stores to nearly 1750** over the last 12 months.

The majority of the store growth came in the last half of the year, with store count more than doubling since July. Simple Mills' products are now distributed nationally in the natural channel and are securing regional or national placement in mainstream groceries, including Albertsons/Safeway, Hy-Vee, Mariano's, Raley's, Wegman's and Whole Foods.



That growth has been fueled by the ingredient quality, ease of preparation and taste of Simple Mills' products. All eight products currently in the line – including Artisan Bread, Pizza Dough, Vanilla Cake, Chocolate Chip Cookies, Pancake/Waffle, and Banana, Pumpkin and Chocolate Muffin mixes – are:

- Made exclusively with nutrient-rich whole food ingredients like almond flour and coconut sugar
- Lower in sugar and higher in protein, vitamins and minerals than competitors
- Gluten-free, grain-free and paleo-friendly
- Non-GMO certified
- 5-star-rated by consumers for taste and texture

The mixes were developed by Simple Mills founder and CEO Katlin Smith, who turned to a whole foods diet after years of joint pain. Smith's own success with eliminating processed foods – including getting rid of her pain, keeping colds and allergies at bay, and gaining energy – inspired her to create 'clean' baking mixes to help others find their own health bliss.



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/).