



Natural Foods Expo West Booth #5489

Simple Mills Launches Gluten-Free Almond Flour Cracker Line

4 All-Natural Varieties with Non-GMO Certification & No Artificial Anything!

ANAHEIM, CA (March 11, 2016) – Following the success of its natural baking mixes, which have held the #1 spot in sales per point of distribution in the category for the last year, [Simple Mills](http://www.simplemills.com) is extending its reach beyond the baking aisle with a new line of almond flour crackers. Each variety – including Fine Ground Sea Salt, Rosemary & Sea Salt, Sundried Tomato & Basil, and Farmhouse Cheddar – is Non-GMO Project Verified, certified gluten-free, paleo-friendly, and made with clean, whole food ingredients with no grain, soy or artificial flavors or fillers.

The base flour of the line is a proprietary blend of almonds, sunflower seeds and flax seeds. This combination yields a higher vitamin and mineral content than many competitive products as well as a lower carbohydrate count and glycemic impact. Most other crackers include ingredients like rice flour, potato starch, xanthan gum, soy lecithin, ammonium bicarbonate and maltodextrin with little or no nutritional value.



Each 4.25 oz box will carry an MSRP of \$4.99. The line will hit store shelves this spring, with national distribution commitments already secured from Whole Foods and Sprouts.

Simple Mills' Artisan Bread, Pizza Dough, Vanilla Cake, Chocolate Chip Cookies, Pancake/Waffle, and Banana, Pumpkin and Chocolate Muffin baking mixes are distributed in both natural and conventional groceries, including Whole Foods, Earth Fare, Wegman's, Albertsons/Safeway, Raley's, Mariano's and Hy-Vee, as well as online retailers such as Amazon, Thrive and Vitacost.

All Simple Mills recipes are developed by founder and CEO Katlin Smith, who has earned multiple awards for her business model and strict focus on simple, whole foods products.

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/).