



Natural Products Expo West 2018 - Booths #5472 and N1436

Simple Mills Introduces 6-Count Almond Flour Cracker Snack Pack

No Gluten, Grain, Soy, Corn, Dairy, GMOs, Gums, Emulsifiers or Anything Artificial

ANAHEIM, CA (March 8, 2018) – Good-for-you cracker snacking is in the bag with *Simple Mills*' new **Fine Ground Sea Salt Almond Flour Cracker Snack Pack**, containing six single-serve packages of the top-selling SKU in the company's popular almond flour cracker line. The vegan, paleo-friendly crackers contain just eight clean ingredients – including a proprietary base-flour blend of almonds, sunflower seeds and flax seeds plus tapioca starch, cassava flour, organic sunflower oil, sea salt, organic onion, organic garlic and rosemary extract – with no gluten, grain, soy, corn, dairy, GMOs, gums, emulsifiers or other artificial flavors or fillers.

It's a nutrient-dense snacking option that also:

- Delivers **2 grams of protein, less than 1g of sugar, and good source of Vitamin E** per serving
- Has none of the nutritionally empty rice flour, potato starch, xanthan gum, soy lecithin, ammonium bicarbonate or maltodextrin used in most crackers
- Meets **consumer demand for healthier snacks that work harder for them**
- Will be available for \$5.99 (MSRP) per six-count pack



Also slated for Q3 release are **Simple Mills Soft-Baked Cookies**, the first gluten- and grain-free cookies to provide homemade taste and texture without the gums, emulsifiers and extreme sugar levels of other gluten-free alternatives. All varieties – including Chocolate Chip,

Snickerdoodle, Peanut Butter and Dark Chocolate Toasted Coconut - are made exclusively from whole-food ingredients like almond flour, honey and coconut sugar.

The *Simple Mills* portfolio also includes crunchy cookies, baking mixes, frostings, sprouted seed crackers and three other varieties of almond flour crackers, including **the market's #1 bestselling natural baking mix, #2 bestselling natural cracker, and #2 bestselling natural cookie***. The company's products are sold in more than 12,000 stores, including Whole Foods, Sprouts Farmers Market, Kroger, Target, Meijer, Albertsons/Safeway, Earth Fare, Wegman's, Raley's, Mariano's and Hy-Vee, as well as online at Amazon, Thrive Market and Vitacost.

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

**Natural SPINS data for week ending 1/28/2018*