



## Simple Mills Fact Sheet

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### OVERVIEW

Launched in 2013 by Katlin Smith, Simple Mills makes natural baking mixes and crackers that combine whole-food goodness with five-star taste and texture. All products are made with simple, clean, non-GMO, gluten-free ingredients with no artificial anything, adhering to strict quality standards while also delivering deliciousness that sets a new benchmark for natural foods.

### MISSION

Simple Mills aims to change the way America bakes in order to help people live healthier lives. The company is committed to creating simple, wholesome, convenient foods that taste great; eliminate processed, high-carbohydrate, high-glycemic, nutrition-empty ingredients; and both support and encourage healthy eating habits. Eat better, feel better, find the energy to live your life passionately: it's that Simple.

### PRODUCTS

All Simple Mills products are non-GMO, certified gluten-free, paleo-friendly, and free of grain, soy, and artificial flavors and fillers. Ingredients like almond flour and coconut sugar lower the carbohydrate count and glycemic index to help support digestive health and minimize blood sugar impact. Recipes are also carefully crafted to keep sugar levels low, boost vitamin and mineral content, and produce a taste and texture worthy of 'wow.'

#### ***Simple Mills Baking Mix products include:***

- Pancake & Waffle
- Banana Muffin
- Pumpkin Muffin
- Chocolate Muffin
- Pizza Dough
- Artisan Bread
- Chocolate Chip Cookies
- Vanilla Cake

#### ***Simple Mills Almond Flour Cracker varieties include:***

- Fine Ground Sea Salt
- Rosemary & Sea Salt
- Sundried Tomato & Basil
- Farmhouse Cheddar