



Nurturing People,

Nature & Spirit.

**For more information contact:**

Maria Emmer-Aanes – Nature's Path Foods – Tel: 360 739 4400 – [media@naturespath.com](mailto:media@naturespath.com)

Kim Beeler – Beeler Marketing – Tel: 503 591 7104 – [kim@beelermarketing.com](mailto:kim@beelermarketing.com)

**Date: Jan. 19, 2007**

# How Big is Your Bowl?

Flax Plus® Pumpkin Raisin Crunch – now *that's* a mouthful!

Blaine, Wash., USA – Nature's Path Foods, Inc. introduces **FlaxPlus® Pumpkin Raisin Crunch**, an extension to its very popular line of **Flax Plus®** products. This new cereal is a unique combination of the company's two top-selling cereals **Pumpkin FlaxPlus® Granola** (ranked by *Consumer Reports* in September 2006 as "excellent in overall flavor and texture") and the number one selling **FlaxPlus® Flakes** cereal\*.

Nature's Path Founder Arran Stephens says:

"We've taken our crispy **Flax Plus® Flakes**, combined them with our crunchy **Pumpkin Flax Plus® Granola**, added plump, juicy organic raisins and created a real taste sensation!" Stephens adds, "All that and the nutritional and functional benefits of organic ingredients like our flax and pumpkin seeds."

This is more than just a great tasting cereal – **FlaxPlus® Pumpkin Raisin Crunch** is rich in Omega 3s fatty acids (the good fats), boasting 650 mg per serving. It also has 16 grams of whole grains per serving – an excellent source and one that will please discerning consumers. This new cereal is an excellent source of fiber with 9 grams, that's 36 percent of your daily allowance in each 55-gram serving. In addition, pumpkin and flax seeds are good sources of not only Omega 3s, but also iron, zinc and potassium. Each serving of **FlaxPlus® Pumpkin Raisin Crunch** provides up to 20 percent of the daily requirement of iron, and 340 mg of potassium – an important spark plug for metabolizing proteins, fats and carbohydrates.

Each spoonful of the new **FlaxPlus® Pumpkin Raisin Crunch** cereal is designed to stimulate your taste buds and add organic goodness to your morning meal.

The suggested retail price of this Kosher and USDA certified organic cereal ranges from \$3.29 to \$3.69.

Nature's Path is the No. 1 organic cereal brand in North America.\*\* According to SPINS data, Nature's Path **FlaxPlus® Flakes** are showing growth of 26.7 percent and **Pumpkin FlaxPlus® Granola** is producing 73.4 percent growth. The manufacturer continues to prove its leadership with innovative new offerings such as the **FlaxPlus® Pumpkin Raisin Crunch** cereal.

Founded in 1985, Nature's Path Foods is headquartered in Richmond, British Columbia, Canada and employs more than 300 people at its four facilities across Canada and the U.S. The family owned company produces breakfast foods, snacks and pasta that are sold in specialty foods stores and national retailers in more than 40 countries around the world. The company's brands include: Nature's Path, EnviroKidz™, LifeStream® and Optimum®. For more information, visit us at [www.naturespath.com](http://www.naturespath.com).

\*(SPINSscan data, Natural Channel, for 52 weeks ending Aug. 12, 2006)

\*\* (ACNielsen for 52 weeks ending June 10, 2006)

# # # #

**NATURE'S PATH FOODS, Inc.**

HEAD OFFICE: 9100 Van Horne Way, Richmond, BC. V6X 1W3 Canada t: 604 248-8777 • f: 604 248-8760 • tf: 1 888 808-9505

DELTA, BC - CANADA: 7453 Progress Way, Delta, B.C. V4G 1E8  
t: 604 940-0211 • f: 604 940-9105

BLAINE, WA - USA: 2220 Nature's Path Way, Blaine, WA 98230  
t: 360 603-7200 • f: 360 603-7201

[www.naturespath.com](http://www.naturespath.com)



100% PC