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GRANOLA GOES FROM HIPPIE TO HIP

Nature's Path Organic Foods Introduces AgavePlus™ with Sunflower Seeds and FlaxPlus™ Vanilla Almond Granolas

Richmond, BC – Once simply considered the bland-tasting food of choice for tree-huggers, granola has come a long way. Now Nature's Path Organic Foods, North America's number one organic cereal manufacturer, is packing granola with functional ingredients and serving up two new, whole grain, organic, delicious granolas that will be enjoyed at breakfast tables everywhere: **AgavePlus™ with Sunflower Seeds Granola** and **FlaxPlus™ Vanilla Almond Granola**. (*Note: Nature's Path still encourages tree-hugging!*)

Nutritious, functional and delicious, Nature's Path AgavePlus™ with Sunflower Seeds Granola contains:

- Agave nectar - a natural, low-glycemic sweetener that was a favorite food of the ancient Aztecs
- Sunflower seeds - have been shown to be a good source of phytochemicals (non-nutrient plant chemicals) like Vitamin E that can help protect against disease.ⁱ
- Organic rolled oats - a good source of fiber and whole grains

Nature's Path FlaxPlus™ Vanilla Almond Granola contains:

- Flax seeds - an excellent source of Omega 3s, which have been shown to help reduce the risk of heart disease and may help reduce the inflammation of rheumatoid arthritis. Flax seeds also contain fiber, zinc, iron, vitamin E and calcium among other vitamins and minerals, and are low in saturated fat.ⁱⁱ
- Almonds - packed full of fiber and protein
- Organic vanilla extract - to make it sweet and tasty

The granolas can be enjoyed with cold or warm milk, yogurt, combined with other cereals, added to favorite recipes or just on their own.

AgavePlus™ with Sunflower Seeds Granola and FlaxPlus™ Vanilla Almond Granola join Nature's Path's granola family including Pomegran Plus™, Peanut Butter, Acai Apple, Ginger Zing™, Hemp Plus™ and Pumpkin Flax Plus®. They will be available at grocery and natural food stores nationwide in November. The suggested retail price is \$3.49.

Founded in 1985, Nature's Path Organic Foods is headquartered in Richmond, British Columbia and employs over 300 people at its four facilities in Canada and the United States. The privately held, family-owned company produces breakfast foods and snacks sold in specialty foods stores and retailers in 40 countries around the world. The company's innovative brands include *Nature's Path*[®], Flax Plus, *EnviroKidz*[®], Weil by Nature's Path[™], and *Optimum*[®]. Visit Nature's Path online at www.naturespath.com.

Did you know?: Nature's Path recently purchased 2,240 acres of fertile Saskatchewan farmland while partnering with local organic farmers on a cooperative crop-share basis. This represents our latest initiative to increase organic cropland and support family farms.

Editors' note: Nature's Path believes that sustainability is where our future lies as a people, a society and a company and we endeavor to minimize our ecological footprint while striving to maintain social, environmental and financial integrity. This means that as a company we do our best to create systems that reduce the unnecessary use of resources. Thus, most of the communication you receive from us will be electronic, but we are happy to send anything you request in hard copy form as well.

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ⁱ According to the National Sunflower Association

ⁱⁱ According to the American Dietetic Association