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GLUTEN AVOIDERS, WELCOME BACK TO YOUR SEAT AT THE BREAKFAST TABLE

Nature's Path Adds Whole O's To Its Line Of Gluten Free, Organic Products

Richmond, BC – Being diagnosed with celiac disease or gluten sensitivity once meant giving up most breakfast cereals or being stuck with bland, cardboard-tasting versions. These days, the number of “gluten-avoiders” is growing rapidly, but the good news is, so are the great tasting breakfast options for them. Nature's Path, North America's number one organic cereal manufacturer, is introducing organic Whole O's – a delicious whole grain cereal with pomegranate juice for a sweet flavor - to its line of gluten free products.

Celiacs cannot tolerate gluten, a protein in wheat, rye and barley, which are common ingredients in many breakfast cereals and snacks. More than 2 million people in the U.S. have celiac disease - about 1 in every 133 people¹. For every person diagnosed, 140 will go undiagnosed. And, doctors say that about 15% of the population has “gluten sensitivity.” That's a lot of people who don't have a seat at the breakfast table!

In response to the growing number of consumers searching for products that are not only gluten free, but delicious and healthy to boot, Nature's Path offers a line of gluten free breakfast cereals, children's cereals and crispy rice bars that provide organic, tasty choices.

The newest addition, **Nature's Path Organic Whole O's, is a gluten free blend of organic whole grain corn and rice with pomegranate juice for a delicious flavor.** It is organic, tasty and a great way for gluten avoiders to get healthy whole grains into their diet, something that is not always easy for them to do.

The gluten free line also includes:

- **Nature's Path Organic Corn Flakes** – Organic corn meal flakes with organic grape juice for a sweet flavor
- **Nature's Path Organic Honey'd Corn Flakes** – Organic corn meal flakes with organic honey
- **Nature's Path Organic Mesa Sunrise** – A whole grain blend of organic cornmeal, flax, buckwheat, quinoa and amaranth
- **Nature's Path Organic Crispy Rice** – Organic rice, lightly sweetened
- **EnviroKidz Organic Gorilla Munch** – Crispy organic corn meal puffs

- **EnviroKidz Organic Peanut Butter Panda Puffs** – Organic cornmeal coupled with organic peanut butter
- **EnviroKidz Organic Amazon Frosted Flakes** – Lightly sweetened organic cornmeal flakes
- **EnviroKidz Organic Koala Crisp** – Organic brown rice and cocoa
- **EnviroKidz Organic Crispy Rice Bars, Berry** – Organic blueberries, raspberries and rice make a berry crispy treat
- **EnviroKidz Organic Crispy Rice Bars, Chocolate** – Organic crispy rice and milk chocolate
- **EnviroKidz Organic Crispy Rice Bars, Peanut Butter** – Organic crispy rice and peanut butter
- **EnviroKidz Organic Animal Cookies, Vanilla** – An organic version of the classic treat

Like all Nature's Path products, the gluten free line is organic, so none of the products contain artificial preservatives or additives, genetically modified organism (GMOs) or synthetic pesticides. The cereals come in EnviroBoxes, which contain the same amount of cereal but 10% less packaging, reducing Nature's Path's yearly impact upon the earth by saving over 1.3 million gallons of water, 940,000KWh of energy and 144 tons of paperboard.

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 Celiac Disease Foundation