



Natural Products Expo West 2018 - Booths #5472 and N1436

The 1st Clean Soft-Baked Cookies with Homemade Taste & Texture: New from *Simple Mills*

No Gluten, Grain, Soy, Corn, Dairy, GMOs, Gums, Emulsifiers or Sugar Overload

ANAHEIM, CA (March 8, 2018) – If you’ve been looking for a 100%-clean cookie with the comfort-food taste and fresh-from-the-oven chewiness of homemade cookies, the wait is over! New ***Simple Mills Soft-Baked Cookies*** are the first gluten- and grain-free cookies to deliver a genuine soft-cookie eating experience without the gums, emulsifiers and extreme sugar levels of other gluten-free alternatives. Bonus: they’re paleo-friendly, too.

Available in Chocolate Chip, Snickerdoodle, Peanut Butter and Dark Chocolate Toasted Coconut varieties, *Simple Mills’* new soft-baked cookies are **made exclusively from whole-food ingredients like almond flour, honey and coconut sugar**. They have:

- No grain, gluten, soy, corn, dairy, GMOs or anything artificial
- None of the dextrose, potato starch, xanthan gum, soy lecithin, sodium bicarbonate or ammonium bicarbonate that are common even in “natural” cookies
- Only natural, unrefined sugars (honey and coconut sugar)
- 5-6 grams of sugar per serving compared to 8-10 grams for many competing products*



Simple Mills’ new cookie collection will be **rolling out in Sprouts Farmers Market this month**. Each 6 oz package contains eight 2-1/2” cookies and carries a MSRP of \$4.99.

It's the latest addition to a *Simple Mills* portfolio that also includes crunchy cookies, baking mixes, almond flour crackers, sprouted seed crackers and frostings – all created with the same clean-food principles. ***Simple Mills* is now the #1 bestselling natural baking mix, the #2 bestselling natural cracker, and the #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).

**Based on top natural chocolate chip cookies*

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