

Frontier & Simply Organic

your comprehensive seasonings solution



Simply Organic is our all-organic, affordable line of best selling seasonings targeted toward the health-conscious consumer.

BRAND MESSAGE:

Simply Healthy Living. Simply Great Taste.

PRODUCT CATEGORIES:

- Organic bottled spices
- Organic mini spices
- Organic baking flavors and extracts
- Organic seasoning mixes
- Organic gluten-free baking mixes
- Organic salad dressing mixes
- Organic dip mixes
- Organic grilling seasonings
- Organic grinders

HIGHLIGHTS:

- Simply organic is driving growth in seasonings category
- Low cost per ounce value
- 1% of sales funds organic farming, education and research.
- Only complete line of organic seasoning mixes



Frontier is our premium brand of A to Z seasonings, targeted to socially responsible and sustainability minded consumers.

BRAND MESSAGE:

Taste That Makes a Difference

PRODUCT CATEGORIES:

- Fair Trade spices and vanillas
- Organic bottled spices
- All-Natural bottled spices
- Organic baking flavors and extracts
- All-natural baking flavors and extracts
- Gourmet Pepper Grinders
- All-Purpose Seasonings
- Vegetarian Bac'un bits
- Pepper Fusion grinders

HIGHLIGHTS:

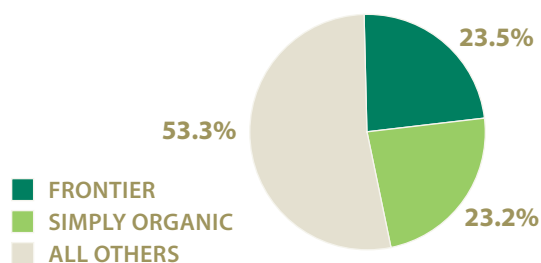
- Over 34 years heritage in natural channel
- Our Well Earth™ program ensures sustainably sourced seasonings and fair treatment of growers
- First line of Fair Trade spices and vanillas

BOTH FRONTIER AND SIMPLY ORGANIC OFFER:

Aggressive consumer pull programs including coupons, Facebook, Twitter, and print advertising
Versatile merchandising options including displays and shippers

Together Simply Organic and Frontier dominate the natural channel seasonings category with a combined market share of *46.7%!

TOTAL SEASONINGS CATEGORY \$ SHARE*



*Source: SPINScan 52 weeks ending 6/12/2010

\$ MARKET SHARE BY SUBCATEGORY*

