

*A little way of showing
we're big on organics.*



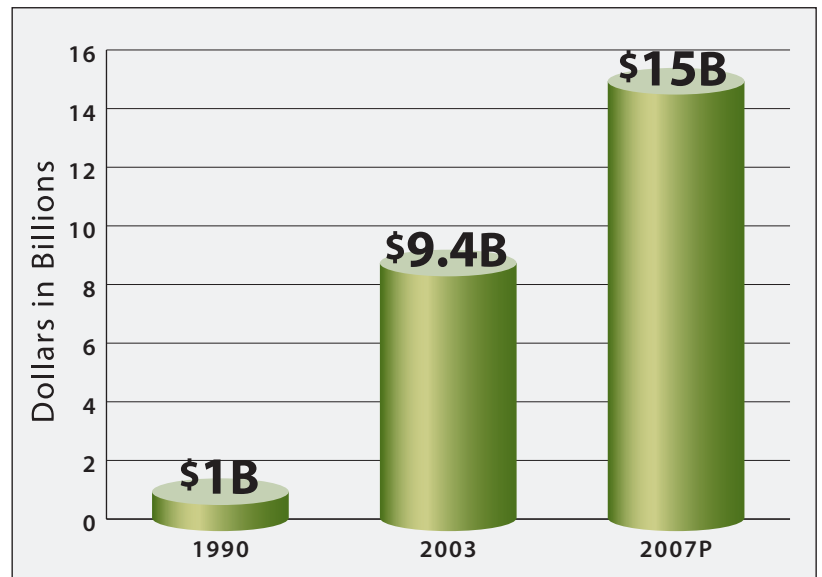
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Organic Growth and Sales

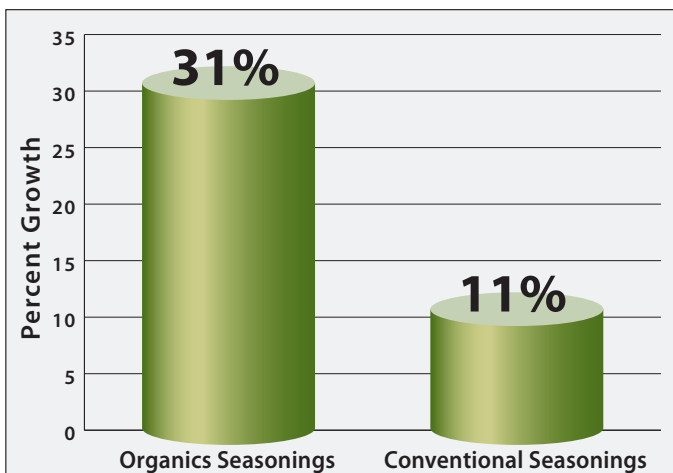
1. Organic Food and Beverage Sales Growing 10-15% Annually

- 40% of adult consumers use organic products regularly
- 61% of consumers say they purchase natural and organic products



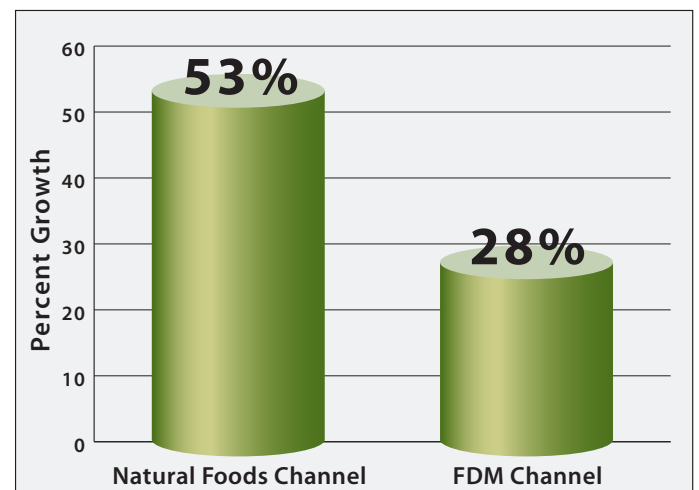
Source: Natural Marketing Institute Report 2003

2. Organic Seasonings Category Growing Dramatically



Source: SPINScan 52wk ending 4/17/04

3. Simply Organic®—#1 in Organic Spice Growth



Source: SPINScan/Nielsen 52wk ending 4/17/04

4. Organic Leadership—With a 41% unit market share, Simply Organic is the #1 brand of organic seasonings in the natural foods industry.

Source: SPINScan 52wk ending 4/17/04

Simply Organic[®] is proud to introduce the first full line of certified organic mini spices.



All Simply Organic Spices are certified by QAI and in compliance with all NOP organic standards.

Why Simply Organic Mini Spices?

- Small size increases turns and ensures maximum freshness
- All SKUs are line priced for easy and convenient shopping
- Low retail price encourages trial and consumer sampling
- Clear package communicates premium quality & freshness
- Versatile, easy-to-use cap with sifter or pour spout
- All SKUs are certified organic by Quality Assurance International (QAI) and comply with NOP organic standards
- All spices meet or exceed Simply Organic's rigorous quality standards
- Line includes six salt-free blends



We give back 1% of our sales to support organic farming causes.

Simply Organic® Mini Spices

Item #	Product Description	Wt. Oz.	Wt. gram	UPC
50000	all-purpose seasoning SALT-FREE	0.42	12	0-89836-50000-7
50001	all-seasons salt	1.13	32	0-89836-50001-4
50004	basil	0.18	5	0-89836-50004-5
50010	celery salt	0.85	24	0-89836-50010-6
50012	chili powder	0.60	17	0-89836-50012-0
50014	cilantro	0.14	4	0-89836-50014-4
50015	cinnamon	0.67	19	0-89836-50015-1
50018	coriander	0.35	10	0-89836-50018-2
50063	crushed red pepper	0.42	12	0-89836-50063-2
50020	cumin	0.46	13	0-89836-50020-5
50005	dash o' dill SALT-FREE	0.32	9	0-89836-50005-2
50022	dill weed	0.14	4	0-89836-50022-9
50028	garlic 'n herb	0.56	16	0-89836-50028-1
50029	garlic pepper	0.71	20	0-89836-50029-8
50030	garlic powder	0.92	26	0-89836-50030-4
50031	garlic salt	1.06	30	0-89836-50031-1
50032	ginger	0.42	12	0-89836-50032-8
50034	italian seasoning SALT-FREE	0.14	4	0-89836-50034-2
50037	lemon pepper	0.71	20	0-89836-50037-3
50041	mexican seasoning SALT-FREE	0.56	16	0-89836-50041-0
50045	minced onion	0.53	15	0-89836-50045-8
50042	mustard	0.46	13	0-89836-50042-7
50046	onion powder	0.74	21	0-89836-50046-5
50049	oregano	0.07	2	0-89836-50049-6
50052	parsley	0.07	2	0-89836-50052-6
50055	black pepper	0.56	16	0-89836-50055-7
50056	black peppercorns	0.74	21	0-89836-50056-4
50059	poppy seed	0.81	23	0-89836-50059-5
50050	poultry seasoning SALT-FREE	0.32	9	0-89836-50050-2
50064	rosemary	0.21	6	0-89836-50064-9
50065	sage	0.21	6	0-89836-50065-6
50068	sesame seed	0.78	22	0-89836-50068-7
50070	thyme	0.28	8	0-89836-50070-0
50071	turmeric	0.53	15	0-89836-50071-7
50072	veggie pepper SALT-FREE	0.56	16	0-89836-50072-4

Please contact your Simply Organic Sales Representative for details on the variety of display and merchandising options.

