



# Delightfully *Aromatic*



Simply Organic® is pleased to add two fragrant organic spices steeped in history, legend and culinary pleasure to the fold.

**Best Sellers** – Simply Organic powdered Cinnamon and Madagascar Vanilla Extract are both the leading, best selling items in their respective categories in both the natural and mainstream channels.

- Consumer awareness, name recognition and favorability factors for both cinnamon and vanilla are high.

### High Quality Products

**Simply Organic Cinnamon sticks are Grade AA**

- Grade AA indicates a double swirl stick which yields a higher flavor impact and greater spice potency.
- Quills harvested for Grade AA cinnamon must be one meter long and taken from the main trunk of the tree; ensuring richness of flavor.

**Simply Organic Vanilla Beans** – Sourced from a co-op of 1600 small farmers in Madagascar.

- Our hand pollinated, hand select beans have higher vanillin content than beans harvested in Papua New Guinea or Indonesia.
- Vanillin is a complex compound which gives vanilla its rich, full enticing flavor.

**Responsible Partner** – 1% of all Simply Organic net sales goes to support organic agriculture - through research, education and grower development.

- A recent \$40,000 donation provided 49 fresh water wells to 38 Vanilla Bean co-op villages in Madagascar.
- The wells provide fresh water for vanilla bean processing as well as consumption, cooking and personal hygiene.



Simply healthy living.  
Simply great taste.™



1%  
of sales funds organic  
farming and education

Increase your sales with Simply Organic®



Ingredients:	Whole Cinnamon Sticks	Madagascar Vanilla Beans
Color:	Intense, reddish-brown	Intense, dark brown
Flavor:	Pungently sweet, wood, warm	Full, rich
Aroma:	Sweet, pleasantly aromatic, warm spicy, slightly woody	Highly aromatic, rich, creamy, sweet almost hay-like
Properties:	Minimum 3% volatile oil	Thick skin, many seeds, long beans
Quality:	Grade AA	High vanillin content

UPC	Description	Weight	Units/Case	MSRP
0-89836-19496-1	Whole Madagascar Vanilla Beans - <i>New!</i>	2 beans	6	\$8.49
0-89836-19497-8	Whole Cinnamon Sticks - <i>New!</i>	1.13 oz.	6	\$6.49
0-89836-19499-2	Cinnamon/Vanilla Display		36	

**36 ct. Counter Top Display**  
12 units each of cinnamon (powder) and vanilla beans; 6 units each of Cinnamon Sticks and 4 oz. Vanilla Extract



**Our spices and seasonings are:**

- Certified Organic by Quality Assurance International (QAI)
- Certified Kosher by Kosher Supervision of America (KSA)
- Vegetarian/Vegan, as packaged
- Freshness sealed and dated to ensure great tasting flavor
- Free of hydrolyzed vegetable protein, modified food starch, hydrogenated oils, or genetically engineered ingredients
- Non-ETO treated and non-irradiated

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