



## 11 New! Little Ways of Showing *We're BIG on Organics*

These 11 new affordably priced mini spices  
& seasonings capitalize on key consumer trends:

**Home Cooking** – Consumers today are looking for products that will assist rather than replace home cooking. Spices/Spice Blends were cited by 62% of respondents as the kind of product that assists in cooking at home.

*{Source: The Hartman Group Study, Dec 2009}*

*\*The recession has changed consumer behavior with the majority of Americans (83%) cooking dinner at home 4 to 7 times a week. {McIlbenny Company survey, Oct 2009}*

**“FUN”ctional nutrition** – 68% of households aspire to eat healthy, citing this as fairly to extremely important in daily mealtime decisions.

*{Source: The Hartman Group Study, Dec. 2009}*

*\*“Herbs and Spices are tomorrow’s supplements. Herbs and Spices not only add flavor and suggest higher quality, but also have a halo of wellness.” {The Hartman Group Study, Dec. 2009}*

*\*“Health is now part of the equation, expected to be delivered with taste.” {Source: HealthFocus International US Market Survey, Dec. 2009}.*

**Affordability** – Spices are incredibly affordable, with the average cost per serving for a mini spice at \$0.10.

**Simplicity** – Today’s consumer is overwhelmed and stressed-out, the fewer the ingredients, the more pure the package, the easier the decision at shelf becomes.



*What are you  
waiting for ...  
stock all 11 new  
mini spices today!*

Simply healthy living.  
Simply great taste.



1%  
of sales funds organic  
farming and education

## Simply Organic® Mini Spices - Less is More!

- Small size increases turns and ensures maximum freshness
- Line priced for easy and convenient promotional opportunities and consumer shopability
- Low everyday price encourages trial and consumer sampling
- Clear package communicates premium quality and freshness
- Colorful self dispensing display enhances consumer shopping experience while minimizing labor stocking costs
- Perfect for those cooking occasions when a little goes a long way!

### New! 11 Simply Organic Mini Spice Extensions

UPC	Description	Wt. Oz.	Units/ Case
0-89836-50073-1	Black Sesame Seed <b>CERTIFIED ORGANIC</b>	0.78	36
0-89836-50074-8	Cayenne, Grd. <b>CERTIFIED ORGANIC</b>	0.53	36
0-89836-50075-5	Chipotle Pepper Grd. <b>CERTIFIED ORGANIC</b>	0.57	36
0-89836-50076-2	Curry Powder <b>CERTIFIED ORGANIC</b>	0.53	36
0-89836-50077-9	Garam Masala <b>CERTIFIED ORGANIC</b>	0.53	36
0-89836-50078-6	Herbes De Provence <b>CERTIFIED ORGANIC</b>	0.14	36
0-89836-50079-3	Lemon Peel Granules <b>CERTIFIED ORGANIC</b>	0.60	36
0-89836-50080-9	Marjoram Leaf, c/s <b>CERTIFIED ORGANIC</b>	0.07	36
0-89836-50081-6	Nutmeg, Grd. <b>CERTIFIED ORGANIC</b>	0.53	36
0-89836-50082-3	Pumpkin Pie Spice <b>CERTIFIED ORGANIC</b>	0.46	36
0-89836-50084-7	Tarragon Leaf, c/s <b>CERTIFIED ORGANIC</b>	0.11	36
0-89836-50099-1	144 ct Mini Spice Sampler Shipper		144

### Our Simply Organic spices are:

- Certified Organic by Quality Assurance International (QAI)
- Kosher Certified by Kosher Supervision of America (KSA)
- Vegetarian/Vegan
- Packed with quality sourced and tested ingredients
- 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



### 144 count Mini Spice Sampler Shipper

- 12 units each of all the new mini spice extensions except Cayenne (24 units)
- UPC 0-89836-50099-1
- Assembled Shipper: 17"W x 60"H x 18"D

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