



FOR IMMEDIATE RELEASE

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Stack 'Em High Organically with Bob's Red Mill

Five Bob's Red Mill pancake and waffle mixes are now made with organic ingredients

Portland, Ore. – **March 9, 2007** – Now an organic breakfast is something to flip over with Bob's Red Mill's Organic Pancake and Waffle Mixes. Made with stone ground organic ingredients and whole grains, these mixes are a healthy and delicious way to start the day.

Bob's Red Mill reformulated three of its already delicious pancake mixes to include wholesome organic ingredients, and added two more to the mix. Each is made with organic stone ground whole grain flours, aluminum-free leavening, and organic raw sugar.

New! Organic 7 Grain Pancake and Waffle Mix – USDA-certified organic, this mix is made with a unique blend of seven stone ground whole grain flours.

New! Organic High Fiber Pancake and Waffle Mix – Each delicious serving of this USDA-certified organic mix contains 5 grams of wholesome fiber and the finest all-natural ingredients, including stone ground oats, nutrient-rich flaxseed, wheat germ, oat bran, and wheat bran.

Organic Cornmeal Pancake and Waffle Mix – The down-home flavor found in this USDA-certified organic mix comes from whole grain cornmeal, stone ground whole wheat pastry flour and oat flour.

Buttermilk Pancake and Waffle Mix – Made with organic flour, this mix includes real buttermilk for a classic pancake taste.

Buckwheat Pancake and Waffle Mix – This mix blends organic whole grain buckwheat and wheat flours for a hearty flapjack.

Reformulating their pancake mixes to include organic ingredients is all part of Bob's Red Mill's commitment to providing its customers with the best whole grain products. The company is dedicated to continuously integrating organic ingredients into new and existing product lines.

ABOUT BOB'S RED MILL

Bob's Red Mill Natural Foods, a distinctive stone grinding miller of whole grains, was founded in 1978 with the mission of moving people back to the basics with healthy whole grains, high-fiber and complex carbohydrates. Bob's Red Mill offers a diverse line of all natural, organic and gluten free flours, cereals, meals and mixes for pancakes, breads and soups, with more than 400 products available throughout the U.S. and Canada. With its dedicated gluten free manufacturing facility and strict organic protocols, the company has emerged as a leader in providing safe and delicious natural, organic and gluten free products. For more information visit www.bobsredmill.com.

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