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Naturally
Nora®

FOR IMMEDIATE RELEASE

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NATURALLY NORA® ALOT'A DOTS

Help Consumers Avoid Artificial Food Dyes

Princeton, NJ – October, 2008 – In response to growing concern about the link between synthetic food dyes and behavioral problems in children, Naturally Nora, Inc., provides families with the first and only all-natural alternative to mainstream “confetti” cake mix products with its Alot’a Dots naturally-colored confetti cake and frosting mixes.



Artificial food dyes are widely used in processed foods and have been increasingly linked to possible behavioral problems such as ADHD (Attention Deficit Hyperactivity Disorder). Intensified media coverage has made parents more aware of the controversy, and many now actively avoid synthetic food dyes. This summer the Center for Science in the Public Interest (CSPI) filed a petition with the US Food and Drug Administration (FDA) to ban eight widely used artificial food dyes: Blue 1, Blue 2, Green 3, Orange B, Red 3, Red 40, Yellow 5, and Yellow 6. Many of these dyes are currently used in mainstream cake and frosting mix products.

Artificial dyes are used to enhance the appearance of processed foods in place of the actual foods they represent. For example, General Mills’ Betty Crocker yellow cake mix uses Yellow 5 and Yellow 6 dyes to enhance the color of the finished product. Also as noted on the attached **Confetti Cake Mix Ingredient Comparison Chart**, Pillsbury’s kid-favorite “Funfetti” cake mix uses Yellow 5, Yellow 6, Red 40 and Blue 1 in the rainbow sprinkles dispersed throughout the cake.

Artificial dyes and ingredients are in direct contrast to Naturally Nora’s mission: to combine fun and convenience with wholesome, all-natural ingredients and homemade taste. Naturally Nora Alot’a Dots cake and frosting mixes use *natural* compounds such as elderberry juice and spinach extract for color. Creating the Alot’a Dots mixes was no easy endeavor, as natural colors typically turn brown at high temperatures; extensive research was undertaken to find compounds that are enhanced during baking and result in a colorful end product.

“As a mom, I worry about artificial coloring but kids love fun foods. I created the Alot’a Dots cake and frosting mix products because there wasn’t an all-natural alternative available. It took us 18 months of hard work but I am tremendously proud of our innovation,” explains Naturally Nora Founder and President, Nora Schultz.

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Naturally Nora, Inc. was founded to fulfill the needs of ingredient-conscious consumers seeking convenient and wholesome desserts to serve their families and friends. Naturally Nora® products are made entirely from all-natural ingredients. They do not contain artificial flavors, colors, preservatives, or hydrogenated oils. Additionally, they contain no dairy or soy ingredients (one or the other is added during preparation), and all varieties are Kosher pareve. For more information, visit www.naturallynora.com

“Confetti” Cake Mix Ingredient Comparison

As of October 2008

	Naturally Nora®	Pillsbury	Betty Crocker
Variety	Alot'a Dots	Funfetti	Party Rainbow Chip
Ingredient Statement	UNBLEACHED WHEAT FLOUR, SUGAR, COLORED BITS (SUGAR, CORN SYRUP, CORN, PALM OIL, MODIFIED FOOD STARCH, COLORS [ELDERBERRY JUICE, SPINACH EXTRACT, PAPRIKA, TURMERIC, CITRIC ACID]), BAKING SODA, NATURAL VANILLA FLAVOR, CREAM OF TARTAR, SALT, CAROB BEAN GUM, GUAR GUM	SUGAR, ENRICHED BLEACHED FLOUR (WHEAT FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), PARTIALLY HYDROGENATED SOYBEAN OIL, CANDY BITS (SUGAR, HYDROGENATED COTTONSEED AND SOYBEAN OIL, CORNSTARCH, MODIFIED CORN STARCH, CONFECTIONERS SHELLAC, COLORED WITH [YELLOW 5, YELLOW 6, RED 40, AND BLUE 1], SALT), WHEAT STARCH, BAKING POWDER (BAKING SODA, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE, DICALCIUM PHOSPHATE), CONTAINS 2% OR LESS OF: PROPYLENE GLYCOL MONOESTERS, DEXTROSE, CORNSTARCH, SALT, CELLULOSE, MONO-AND DIGLYCERIDES, XANTHAN GUM, ARTIFICIAL FLAVOR, CELLULOSE GUM, POLYSORBATE 60, NONFAT MILK, SOY LECITHIN, TBHQ AND CITRIC ACID	ENRICHED FLOUR BLEACHED (WHEAT FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUGAR, CORN SYRUP, PARTIALLY HYDROGENATED SOYBEAN AND/OR COTTONSEED OIL, CORN SYRUP, LEAVENING (BAKING SODA, SODIUM ALUMINUM, PHOSPHATE), DEXTROSE, PROPYLENE GLYCOL MONOESTERS OF FATTY ACIDS, CORN STARCH, MODIFIED CORN STARCH, NONFAT MILK, SALT, DISTILLED MONOGLYCERIDES, CORN CEREAL, DICALCIUM PHOSPHATE, XANTHAN GUM, SOY LECITHIN, ARTIFICIAL FLAVOR, COLOR (YELLOW 5&6, RED 40, BLUE 1)
Noted Allergens	WHEAT	MILK, SOYBEAN AND WHEAT INGREDIENTS	WHEAT, MILK AND SOY INGREDIENTS