



1.888.868.NORA

**Naturally
Nora®**

FOR IMMEDIATE RELEASE

Contact: Rachel Levy Lesser
609.688.9988 rachel@naturallynora.com

Do You Know What's In Your Cupcake? Naturally Nora® Makes Baking Better-For-You

Princeton, NJ – June 2010 – Have you ever read the ingredient label of a traditional boxed baking mix? Nora Schultz, the founder of Naturally Nora did, and she was dissatisfied with the trans fats and long list of ingredients that she couldn't pronounce. While working at The Campbell Soup Company, Nora saw how foods were engineered with artificial ingredients for profitability. She knew there had to be a better and healthier way to offer today's busy families the convenient treats they love. After two years of searching for tasty all-natural ingredients including unbleached wheat flour and non alkalized cocoa, Nora launched her line of all-natural baking mixes. Her cake, frosting and brownies have received rave reviews for their delicious homemade flavor. In fact, Nora's Sunny Yellow cake was confused with Martha Stewart's made from scratch yellow cake on Martha's own radio show!



NO TRANS FATS AND NO ARTIFICIAL INGREDIENTS

A simple label comparison says it all: *Naturally Nora Sunny Yellow Cake Mix* contains only **8 ingredients** while *Betty Crocker® Super Moist® Yellow Cake Mix* contains a whopping **17!**

A Few Facts about Naturally Nora

- Naturally Nora products are made entirely from all natural ingredients. They do not contain any artificial flavors, colors, preservatives, or hydrogenated oils and can be prepared dairy or soy-free (either milk or soy milk can be added during preparation). All varieties are kosher. Naturally Nora's packaging utilizes recycled materials and vegetable-based inks.
- The product line consists of five cake, four frosting and two brownie varieties including *Sunny Yellow®*, *Cheerful Chocolate®*, *Alot'a Dots* (yellow cake with bits of color), *Cookie Cookie* (yellow cake with bits of chocolate cookies), *Surprising Stars* (yellow cake with chocolate cookie stars), *Fantastic Fudgy Brownies*, and *Doubly Fudgy Brownies* (brownie mix with chocolate chunks).
- The *Alot'a Dots* cake and frosting mixes are the first and only all natural alternative to the artificially-colored confetti cakes loved by kids everywhere.
- Naturally Nora products are available at a growing number of stores in nearly 30 states including Whole Foods Markets, Giant Foods, HEB, Meijer, Cub and ShopRite. They are available online at Amazon.com.
- The company supports school fundraising efforts through its acclaimed *Bake Great Schools* program which donates cake and frosting mixes to local parent-teacher organizations.
- Naturally Nora is the first national sponsor of Bake for Hope, a volunteer-run organization that raises money for breast cancer awareness and treatment with funds from nationwide bake sales.

For more information, visit www.naturallynora.com.

**Betty Crocker* and *SuperMoist* are trademarks of General Mills, Inc. and are not associated with Naturally Nora, Inc.

LESS IS MORE! NATURALLY NORA VS. TRADITIONAL CAKE MIXES

Naturally Nora®



Sunny Yellow

UNBLEACHED WHEAT FLOUR, SUGAR, BAKING SODA, NATURAL VANILLA FLAVOR, CREAM OF TARTAR, SALT, CAROB BEAN GUM, GUAR GUM

8

INGREDIENTS

Pillsbury® Moist Supreme®



Classic Yellow

SUGAR, ENRICHED BLEACHED FLOUR (WHEAT FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), PARTIALLY HYDROGENATED SOYBEAN OIL, WHEAT STARCH, BAKING POWDER (BAKING SODA, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE, DICALCIUM PHOSPHATE), CONTAINS 2% OR LESS OF: DEXTROSE, CORN STARCH, SALT, ARTIFICIAL FLAVOR, PROPYLENE GLYCOL MONOESTERS, MONO-AND DIGLYCERIDES, CELLULOSE, COLORED WITH YELLOW 5 AND RED 40, XANTHAN GUM, CELLULOSE GUM, POLYSORBATE 60, TBHQ AND CITRIC ACID

18

INGREDIENTS

Betty Crocker® Super Moist®



Yellow

ENRICHED FLOUR BLEACHED (WHEAT FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUGAR, PARTIALLY HYDROGENATED SOYBEAN AND/OR COTTON-SEED OIL, CORN SYRUP, LEAVENING (BAKING SODA, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE), MODIFIED FOOD STARCH, PROPYLENE GLYCOL MONOESTERS OF FATTY ACIDS, CORN STARCH, DEXTROSE, SALT, DISTILLED MONOGLYCERIDES, DICALCIUM PHOSPHATE, MALTODEXTRIN, XANTHAN GUM, NATURAL AND ARTIFICIAL FLAVOR, YELLOWS 5&6, NONFAT MILK

17

INGREDIENTS

Duncan Hines® Moist Deluxe®



Classic Yellow Cake

SUGAR, ENRICHED BLEACHED WHEAT FLOUR (FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), VEGETABLE OIL SHORTENING (PARTIALLY HYDROGENATED SOYBEAN OIL, PROPYLENE GLYCOL MONO- AND DIESTERS OF FATS, MONO- AND DIGLYCERIDES), LEAVENING (SODIUM BICARBONATE, DICALCIUM PHOSPHATE, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE), WHEAT STARCH, CONTAINS 2% OR LESS OF: SALT, DEXTROSE, POLYGLYCEROL ESTERS OF FATTY ACIDS, ARTIFICIAL FLAVORS, PARTIALLY HYDROGENATED SOYBEAN OIL, CELLULOSE GUM, XANTHAN GUM, MALTODEXTRIN, MODIFIED CORNSTARCH, COLORED WITH (YELLOW 5 LAKE, RED 40 LAKE)

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INGREDIENTS

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