



1.888.868.NORA

**Naturally  
Nora®**

**FOR IMMEDIATE RELEASE**

**Contact:** Rachel Levy Lesser  
609.688.9988  
[rachel@naturallynora.com](mailto:rachel@naturallynora.com)

**NATURALLY NORA® NOW MAKES IT EASY FOR MOMS  
TO FEEL GOOD ABOUT BAKING COOKIES  
EXPO WEST, MARCH 11-13, BOOTH 3788**

Princeton, NJ – March 2011 – Naturally Nora has added an exciting new line of cookies to its family of all-natural cake, frosting and brownie mixes. According to consumer testing, Naturally Nora mixes “are the next best thing to homemade!” In fact, 98% of moms say Naturally Nora mixes taste homemade while only 4% say the same about Betty Crocker® mixes.\*

Nora Schultz, founder of Naturally Nora, recalls her inspiration:



*“I have wonderful memories of being welcomed home from school with warm, homemade cookies. I would do the same for my daughters but didn’t always have time to bake from scratch and didn’t like that cookie mixes were filled with artificial ingredients. That’s why I developed my all-natural cookie mixes, so that moms like me can easily bake delicious cookies they can feel good about.”*

Naturally Nora’s new cookie mix line includes two delicious varieties: *Spectacular Sugar* and *Marvelous Chocolate Chunk*. Like all Naturally Nora products, they contain NO artificial ingredients, trans-fats or hydrogenated oils and can be prepared dairy-free. **They are also lower in sodium and made with fewer ingredients than leading national brands (*Spectacular Sugar Cookies* mix has only seven ingredients).** Both varieties are made with a special blend of sugars, unbleached wheat flour and scrumptious natural vanilla flavor for perfectly crisp and chewy cookies. The *Spectacular Sugar Cookies* can be cut into fun shapes and decorated while the *Marvelous Chocolate Chunk Cookies* contain delectable chunks of semisweet chocolate in every bite.

**Nora’s Story:** Known as the all-natural Betty Crocker, Nora is a former Campbell Soup Company executive who became disenchanted with highly-engineered processed foods and launched Naturally Nora when she couldn’t find convenient desserts that she felt good about serving her own children. Her products have received rave reviews for their homemade taste and simplicity. She offers the only all-natural confetti cake on the market and after only three years, the line can be found at retailers nationwide (including Whole Foods, Kroger, Target, HEB, Meijer, The Fresh Market and Giant.)

*\*Source: Naturally Nora consumer research*

*Betty Crocker* is a trademark of General Mills, Inc., and is not associated with Naturally Nora, Inc.

For more information, visit [www.naturallynora.com](http://www.naturallynora.com).

## LESS IS MORE! NATURALLY NORA VS. TRADITIONAL COOKIE MIXES



### Naturally Nora® Spectacular Sugar Cookies

- UNBLEACHED WHEAT FLOUR, SUGAR, CONFECTIONER'S SUGAR (SUGAR, CORN STARCH), NATURAL VANILLA FLAVOR, SALT, BAKING SODA



### Betty Crocker® Sugar Cookie

- ENRICHED FLOUR BLEACHED (WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUGAR, PARTIALLY HYDROGENATED SOYBEAN AND/OR COTTONSEED OIL, CORN SYRUP, LEAVENING (SODIUM ALUMINUM PHOSPHATE, BAKING SODA), SALT, CORN STARCH, ARTIFICIAL FLAVOR, EGG, NONFAT MILK, SOY FLOUR



### Pillsbury® Reduced Sugar Cookie Mix

- ENRICHED BLEACHED FLOUR (WHEAT FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUGAR, MALTITOL, MALTODEXTRIN, PARTIALLY HYDROGENATED SOYBEAN OIL, CONTAINS 2% OR LESS OF: PROPYLENE GLYCOL MONOESTERS, BAKING SODA, NATURAL AND ARTIFICIAL FLAVOR, SALT, MONO AND DIGLYCERIDES, NONFAT DRY MILK, CORN STARCH, POLYSORBATE 60, SUCRALOSE (NON NUTRITIVE SWEETENER), TBHQ AND CITRIC ACID (ANTIOXIDANTS)