

From: Nature's Pride®

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For Immediate Release

INTRODUCING NATURE'S PRIDE® NUTTY OAT BREAD

***Offers the Hearty Texture of Oats and Delicious Nutty Flavor with No Nut Allergens;
First All Natural Variety of Its Kind***

Irving, TX – November 12, 2009 – [Nature's Pride®](#) bread, the only brand of 100% natural breads available across the country, has introduced a new variety to its line of great tasting breads – Nature's Pride Nutty Oat. Nutty Oat offers the hearty texture of oats and delicious nutty flavor with no nut allergens. It is also the first all natural variety of its kind to be introduced.

In addition to containing no nut allergens, Nutty Oat provides 14 grams of whole grains per slice and is a good source of fiber. Nutty Oat, like the entire line of Nature's Pride bread products, is baked without artificial flavors or colors, no trans fats, no artificial preservatives and contains no high fructose corn syrup. Consumers can be sure that if the label says Nature's Pride it is 100% natural.

"Nature's Pride is committed to baking the best-tasting all natural breads using the purest, most delicious ingredients nature has to offer," said Laura Pitlik, Director of Marketing for Nature's Pride. "We're thrilled to offer a bread with a tasty and distinctive nutty flavor that everyone – even people allergic to nuts – can enjoy. Nutty Oat is the perfect complement to our existing menu of bread varieties."

Brittany Mullins, healthy living food blogger and publisher of [EatingBirdFood.com](#) said, "I love the texture, flavor and heartiness of the newly released Nature's Pride Nutty Oat bread. With a substantial amount of both fiber and protein, it's the perfect bread for health conscious individuals that don't want to sacrifice taste."

Nature's Pride has drawn rave reviews from consumers and earned high praise from *Fitness Magazine* as the best sliced bread and it offers a menu of options including both hearty

and traditional bread varieties. In addition to Nutty Oat, the Nature's Pride product line includes:

- **Premium Hearty Breads (24 oz.)** – 100% Whole Wheat, 12-Grain, Healthy Multi-Grain, Double Fiber, Country White, Stone Ground Whole Wheat with Honey; Country Potato and Buttermilk varieties are available in select markets.
- **Traditional Soft Breads (20 oz.)** – 100% Whole Wheat, Honey Wheat

For more information on the brand, its varieties and recipes using Nature's Pride visit www.naturespridebread.com. Follow us on Twitter at http://twitter.com/Natures_Pride.

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