



Press Release

FOR IMMEDIATE RELEASE

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Launch of Foods Alive and Their Organic, Gourmet Flax Crackers

Four different flavors to try: Original, Mexican Harvest, Italian Zest & Maple & Cinnamon

Waterloo, Indiana (October 12, 2003) – Started by Ellen, Michael, Matt and Tammy, **Foods Alive** is a small family business that cares deeply about what is in the food that not only they eat, but everybody else eats too. Foods Alive is proud to introduce the first in its line of dehydrated Certified Organic Golden Flax Crackers with four flavors: **Original**, **Maple & Cinnamon**, **Italian Zest**, and **Mexican Harvest**. Using the finest certified organic, vegan, kosher, and gluten free ingredients, Foods Alive has created a simple healthy whole food that everyone can enjoy.

High in fiber, protein, omega-3, and many other vitamins and minerals, these are the perfect snack to enjoy at any time of the day. The **Original** Cracker is plain and simple, yet so light and tasty and is the perfect vehicle for their favorite spreads and dips, or with a bowl soup or on your salad. The **Maple & Cinnamon** Cracker is made with 100% Pure Maple Syrup and a pleasant touch of cinnamon and can be snacked right from the bag, used like bread for nut butter and jelly, crush them up and sprinkle them on your salad, yogurt, cereal, or in your baked goods like muffins and cakes. **Italian Zest** is a special blend of Italian herbs that compliments the great taste of garlic, onion, and tomato. It's the perfect snack or addition to any meal as it goes great with pizza, spaghetti, hummus, or just plain. **Mexican Harvest** has garlic, onion, and tomato mixed with just the right blend of Mexican spices— slightly spicy and an extremely flavorful south of the border taste. These crackers are great by themselves, on taco salad, or with their favorite dips and spreads like guacamole, hummus, or gazpacho.

Foods Alive Original, Maple & Cinnamon, Italian Zest and Mexican Harvest Gourmet Flax Crackers are certified organic (except the Original flavor), raw, gluten free, vegan and kosher and are packaged in a 4-ounce stand up pouch with a suggested retail price of \$6.49.

About Foods Alive - Food to Nourish Your Body, Mind & Soul

The goal at Foods Alive is to provide mineral rich and nutrient dense, organic, raw foods, making it easy for people to gain the essential nutrition needed to not just sustain, but to thrive throughout the day. Everything created at Foods Alive is of the deepest integrity, from our family to yours. For more info, please visit www.foodsalive.com

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