

van's<sup>TM</sup>  
*natural foods*



### ***New 8 Whole Grains Product Highlights:***

- A new multi-grain flour mix comprised of: whole wheat, oat, barley, brown rice, dark rye, quinoa, amaranth and millet flours
  - High in protein, antioxidants and essential nutrients
  - 6 grams of fiber and 3 grams of protein
  - No artificial flavors or colors
  - Sweetened with a touch of honey
  - Available in Multigrain, Berry and Maple varieties
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**“A diet rich in fiber from whole grains can lower the risk of heart disease and stroke, as well as control blood sugar and weight, lowering the risk of developing type 2 diabetes.”**

**- Suzanne Rostler, Registered Dietitian**



### ***New Lite Product Highlights:***

- 97% fat free
- Fiber is tripled to 6 grams
- Only 70 calories per waffle
- Made with whole grains including whole wheat, oat, barley, brown rice, dark rye, quinoa, amaranth and millet flours

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**“Van’s Lite waffles are ideal for anyone trying to achieve or maintain a healthy body weight: low in saturated fat, high in fiber and packed with a mix of whole grains that deliver many of the vitamins and minerals needed for optimal health.”**

**- Suzanne Rostler, Registered Dietitian**



### ***Minis Product Highlights:***

- Fun sizes, healthy nutrition and great taste
- No artificial flavors or colors
- Excellent source of calcium
- No high fructose corn syrup
- Available in Totally Natural and Chocolate Chip flavors and in a Wheat/Gluten Free variety

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**“Kids like the fun, bite-sized portions because it seems like they’re eating more when they’re not! Just one serving delivers a healthy dose of calcium without the sugar and artificial colors and flavors found in other brands.”**

**- Suzanne Rostler, Registered Dietitian**



### ***Wheat/Gluten Free Product Highlights:***

- Made with whole grain brown rice flour
- Wheat, gluten, dairy and egg free
- Sweetened with fruit juice
- Available in Totally Natural, Blueberry, Flax, Apple Cinnamon and Buckwheat with Berries varieties and in our Minis size

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**“These days, more and more people are suffering from food allergies. Van’s Wheat/Gluten Free line offers a delicious and safe way to get many of the nutrients that often come with foods that can cause allergic reactions.”**

**- Suzanne Rostler, Registered Dietitian**



### ***New Organics Product Highlights:***

- 6 grams of fiber (double the amount in two slices of regular whole wheat toast)
- Now with a vitamin boost containing Vitamin A, Vitamin C, Zinc and Vitamin B6
- 5 grams of protein (comparable to one serving of instant oatmeal)
- Made with whole grains
- Available in Totally Natural, Blueberry and Flax varieties

**“The vitamins added to Van’s Organics provide a delicious way to boost overall health. Rich in fiber and protein, Van’s Organics lend a feeling of fullness to stave off hunger.”**

**- Suzanne Rostler, Registered Dietitian**



### ***Belgian Product Highlights:***

- Nutritious, healthy indulgence
- No artificial flavors or colors
- No preservatives
- No cholesterol
- Available in Homestyle and Multigrain varieties

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**“A healthy way to enjoy a traditional indulgence – Belgian waffles – with all the taste but much less of the fat and sugar. Add fresh fruit for a healthy and convenient breakfast or snack.”**

**- Suzanne Rostler, Registered Dietitian**



## ***French Toast Sticks Product Highlights:***

- No high fructose corn syrup
- No artificial flavors or colors
- Available in Totally Natural and Wheat/Gluten Free Cinnamon varieties



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**“A treat for both kids and parents: kids feel like they’re getting a sweet snack while parents can feel confident that the product is free of high fructose corn syrup and artificial colors and flavors.**

**The line is also available for kids with a gluten allergy.”**

**- Suzanne Rostler, Registered Dietitian**



***Pancake Product Highlights:***

- 0g Trans Fat
- No artificial flavors or colors
- No preservatives

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**“This product appeals to both kids and parents! Kids love the taste of Van’s pancakes while parents love serving a nutritious, convenient breakfast with no trans fats, preservatives, or artificial colors and flavors.”**

**- Suzanne Rostler, Registered Dietitian**



Van's Natural Foods is the market leader in natural, organic and gluten-free/allergy friendly frozen breakfast foods. The Company offers a broad range of product offerings including frozen waffles, pancakes and French toast sticks. Van's has a 20 year legacy of serving a loyal and growing community of wellness-oriented consumers who seek high quality products that deliver superior natural nutrition and great taste. Look for Van's products in grocery stores across the country, including organic products; our 8 Whole Grains, Mini, Belgian and Lite waffles; and Van's gluten and wheat free products, also free of dairy and egg.



### ***Suzanne Rostler Bio***

Suzanne Rostler is a registered dietitian and has been cited as an expert source in *Time*, *Parents Magazine*, *Child magazine*, *Parents and Kids*, *Fox News*, *The Boston Globe*, *WCVB (Boston)*, *WGBH (Boston)* and others.

She is in private practice in Wellesley, Massachusetts where she sees adults, adolescents and children for weight management, diabetes, elevated cholesterol and general wellness. She is also a published medical writer, formerly with Reuters and Reuters Health, and a frequent speaker at corporations in the Boston area.

Suzanne holds a Master's of Science degree in Clinical Nutrition from New York University. She completed her dietetic internship at New York Methodist Hospital in Brooklyn, New York.



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## VAN'S NATURAL FOODS

Van's Natural Foods is the market leader in natural, organic and gluten-free/allergy friendly frozen breakfast foods. The Company offers a broad range of product offerings including frozen waffles, pancakes and French toast sticks. Van's has a 20-year legacy of serving a loyal and growing community of wellness-oriented consumers who seek high quality products that deliver superior natural nutrition and great taste. Look for Van's products in grocery stores across the country, including organic products; our *8 Whole Grains*, *Mini*, *Belgian* and *Lite* waffles; and Van's gluten and wheat free products, also free of dairy and egg.

### 2009-2010 Highlights

Van's is committed to products that offer great taste and fit into a healthy lifestyle. In the past year we've made big changes to offer our consumers new, even healthier products. Highlights include:

#### **NEW LEADERSHIP**

Van's builds new leadership team to include consumer goods veteran Eric Kufel as CEO, Steve Shaffer as Vice President of Sales and Olga Longan as COO/CFO.

#### **NEW COMMUNITY**

Van's begins development of a new website and online community to include information on good-for-you foods, hints for allergy free eating, fit kids, and more.

[www.vansfoods.com](http://www.vansfoods.com)

#### **FRESH LOOK WITH NEW PACKAGING**

Van's gave itself a full makeover, including new packaging, logo and design elements.

#### **NEW GOOD FOR YOU PRODUCT LINES**

Van's announces new product lines including *8 Whole Grains*, *Lite* and its newly formulated *Organics* line, now with added vitamins and minerals.

#### **Our Products**

Van's captures approximately 50 percent share of all natural waffles sold in the U.S. Launched in the early 1990's with Belgian waffles, Van's later pioneered wheat and gluten free waffles. Today we serve a loyal and growing community of wellness-oriented customers and offer a wide variety of breakfast and snack products for those customers concerned about allergen safety or who simply want a healthy breakfast.



### Our products include:

Waffles:

8 Whole Grains Multigrain (New in 2010)

8 Whole Grains Berry (New in 2010)

8 Whole Grains Maple (New in 2010)

Belgian Homestyle

Belgian Multigrain

Lite Totally Natural

Minis Totally Natural

Minis Chocolate Chip

Minis Wheat Free

Organic Totally Natural

Organic Blueberry

Organic Flax

Wheat Free Totally Natural

Wheat Free Apple Cinnamon

Wheat Free Blueberry

Wheat Free Buckwheat with Berries

Wheat Free Flax

### Other Breakfast and Snacks

French Toast Sticks Totally Natural

French Toast Sticks Wheat Free Cinnamon

Pancakes Buttermilk

### Recent Accolades Include:

- **Top Multi-grain Waffle** by the *San Francisco Chronicle* and *Fitness Magazine*
- **Best Waffles to Serve Kids** by *Kiwi Magazine*
- Van's All Natural Belgian Multi-Grain Waffle was named **Best Waffle** by *Men's Health*
- *Men's Health* also named Van's Gourmet Flax Waffle as the **Best Buy in the Frozen Food Aisle** and its Multigrain Waffles the **Best Frozen Waffle**.
- *Woman's Health Online* named Van's Homestyle French Toast Sticks one its **Best Packaged Foods**
- *Self Magazine* named Van's 97% Fat Free (now Lite) Waffle it's **Best Waffle**
- *Parenting Magazine* called out Van's Mini Homestyle Waffles as one of its **Super Sammies** in August 2009.

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