



**Media Contact:**

Erin White

214-379-7000

[erin@spmcommunications.com](mailto:erin@spmcommunications.com)

**VAN'S NATURAL FOODS LAUNCHES POWER GRAINS WAFFLES, ENGLISH MUFFINS**

*Whole-grain-rich, preservative-free breakfast options are a tasty way to start the day right*

**(VERNON, Calif.) Jan. 24, 2012** – Van's Natural Foods, the market leader in delicious, better-for-you frozen foods, announces three new [healthy choices](#): Power Grains Protein Waffles, 8 Whole Grains English Muffins and 8 Whole Grains Pancakes.

Van's Power Grains Protein Waffles are the first nationally available high-protein frozen waffles and offer 10 grams of protein per 180-calorie serving. As recent studies by leading [obesity](#) research journals have found, a breakfast rich in protein may help promote weight loss over time.

"We are dedicated to providing delicious, all-natural breakfast options for those who want to lead healthier lives," said Sarah Meis, Van's Director of Marketing. "Our Power Grains and 8 Whole Grains lines fit into busy lifestyles. They're great-tasting, convenient ways to get protein and whole grains into your breakfast -- without preservatives or artificial ingredients."

**Van's Power Grains Protein Waffles (MSRP \$3.99)** are made with 16 grams of whole grains, including cracked red wheat, steel cut oats, millet and brown rice. With a hint of cinnamon, Power Grains Protein Waffles are light and fluffy and provide a third of the average adult's recommended daily intake of whole grains.

**Van's 8 Whole Grains Pancakes (MSRP \$3.29)**, an extension of Van's existing [8 Whole Grains line](#), offer 6 grams of fiber, 4 grams of protein and 19 grams of whole grains. Made with eight whole grains, including whole wheat, dark rye, barley, quinoa and millet, these pancakes bring an extra kick of protein and whole grains to a tasty, easy-to-make breakfast.

**Van's 8 Whole Grains English Muffins (MSRP \$4.29)** are available in Multigrain and Honey Wheat varieties, and are frozen immediately after baking to maintain freshness without preservatives. Van's English Muffins provide 5 grams of protein and 3 grams of fiber per serving. Van's Honey Wheat English Muffins are lightly sweetened with a touch of honey and molasses.

Van's new waffles and English muffins can be prepared in just two minutes in a toaster, and a serving of Van's pancakes is ready in less than a minute in the microwave. Serving suggestions include adding fresh fruit, nut butter or yogurt after toasting or heating for a flavorful, nutritious boost.

Van's expects full distribution of its newest products by the summer of 2012.

**About Us**

Van's Natural Foods, based in Southern California, is the market leader in gluten-free and allergy-friendly, natural and organic frozen breakfast foods including waffles, pancakes, English muffins, muffin crowns and French toast sticks. Available at grocery stores nationwide, Van's product lines include Power Grains Protein Waffles, 8 Whole Grains, Wheat/Gluten Free, Lite, Minis and Belgian waffles. For more information, please visit [www.vansfoods.com](http://www.vansfoods.com).