



Simply Better. Simply Delicious.

Simply Fit.

The "Better for You" Snacking Way!

Whether you're a mid-morning muncher, a late afternoon nibbler or a midnight snacker, if you're like most Americans, you love snacks. In fact, the National Institutes of Health estimate that 25-30% of the calories we eat every day come from snacks. The problem is these empty calories are not only unhealthy, they are unfulfilling—leaving us wanting more. *Simply Fit* is different. Loaded with 10 whole grains and seeds, plus the finest organic ingredients, *Simply Fit Organic Crackers* and *Cookies* are a truly satisfying snack that are lower in calories with no trans fats.



Simply fit™

Baked Goodness

“Better for You” Organic Snacks, Made from 10 Whole Grains and Seeds

What Makes Simply Fit Better for Me?

Unlike typical cookies and crackers that are high in fat and loaded with empty calories, *Simply Fit Organic Cookies and Crackers* are made from 10 whole grains and seeds plus the finest organic ingredients, so they are loaded with flavor, but they're lower in calories and contain no trans fats.

Why organic ingredients?

For many, organic foods are much more flavorful. From a production standpoint, organic means that the plants used were grown without the use of conventional pesticides or artificial fertilizers. For other ingredients, it means that they are minimally processed and free of artificial food additives. As a result, the ingredients are more natural and more nutritious.



Why are whole grains important?

The term “whole grain” means that all three part of the grain (bran, endosperm, and germ) are left intact. Some refining processes strip away parts of the bran and germ along with about 25% of the grain's protein and at least seventeen key nutrients. As a result, the new 2005 Dietary Guidelines recommend that at least half of the grains you eat be whole grains.



Simply Fit Organic Cookies and Crackers have earned the Whole Grain Council's “Whole Grain Stamp.” The “Stamp” guarantees you get at least 8 grams of whole grains per serving, and makes it easy to get your recommended three servings or more of whole grains each day.

How Does Simply Fit Help Curb Snack Attacks?

Simply Fit Organic Snacks are loaded with whole grains and seeds and contain fiber, which have a tendency to absorb water and swell during digestion. This swelling helps you maintain a prolonged feeling of fullness. As a result, you snack less and eat better throughout the day.

What Flavors are Simply Fit Organic Snacks Available In?

Currently, *Simply Fit* offers 10 whole grains and seeds in two varieties of cookies and two varieties of crackers:

- **Chocolate Chip Cookies**

All the sweetness of homemade chocolate chip cookies in a tender crisp cookie you can feel good about eating

- **Oatmeal Raisin Cookies**

Old-fashioned rolled oats and plump raisins baked into a delicious tender crisp cookie just like mom used to make.

- **MultiGrain Crackers**

Twenty grams of 10 whole grains and seeds baked into a thin crisp cracker. We combine a dash of salt with a hint of sweet for a taste that's delightfully delicious!

- **7 Real Cheese Crackers**

Cheese lovers rejoice! We couldn't limit ourselves to just one, so we baked 7 real cheeses including mozzarella, cheddar, Parmesan, Swiss, blue, Monterey Jack, and Asiago into a light, crispy cracker that's sure to satisfy your biggest cheese cravings.

**MADE WITH 100%
7 REAL CHEESES!**



**Simply Fit™
Baked Crackers**
\$6.00 (3.99pc 2pts)
9237 Harvest Grain
9236 7 Real Cheese

**Simply Fit™
Baked Cookies**
\$8.00 (5.49pc 3pts)
9241 Chocolate Chip
9240 Oatmeal Raisin

