

# Ingredients for Blissfully Better



## BLISSFULLY BETTER®

### MADE IN SMALL BATCHES

and handcrafted in copper kettles, my dairy-free Toasted Coconut Thins are an indulgence you can feel great about. Each thin is filled with delicious chewy coconut, enrobed in antioxidant-rich dark chocolate, sweetened to perfection with low-glycemic coconut blossom nectar and never refined sugar. Blissfully Better for you and your taste buds!

-XO- Bonnie

### Nutrition Facts

2 servings per container

Serving size 2 pcs (23g)

Amount Per Serving  
**Calories 90**

% Daily Values\*

Total Fat 5g	6%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 12g	4%
Dietary Fiber 3g	11%
Total Sugars 8g	
Includes 1g of Added Sugars	2%

Protein 2g

Vitamin D 0mcg 0% • Iron 1mg 6%  
Calcium 52mg 4% • Potassium 171mg 4%

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** Organic Coconut Nectar, Organic Dark Chocolate (Organic Cacao Liquor, Organic Fair Trade Coconut Nectar, Organic Fair Trade Cocoa Butter), Organic Coconut, Water, Sea Salt, Deoiled Sunflower Lecithin.

**CONTAINS:** COCONUT

Processed on equipment that also processes Soy, Peanuts, Tree Nuts, Eggs, Wheat.

**DISTRIBUTED BY:**  
Blissfully Better® LLC,  
Boca Raton, FL 33481

**CERTIFIED ORGANIC BY:**  
Organic Certifiers

[BLISSFULLYBETTER.COM](http://BLISSFULLYBETTER.COM)



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## BLISSFULLY BETTER®

### MADE IN SMALL BATCHES

and handcrafted in copper kettles, my dairy-free Original Mint Thins are an indulgence you can feel great about. Each thin has a cool mint meltaway center, enrobed in antioxidant-rich dark chocolate, sweetened only with low-glycemic coconut nectar and never refined sugar. Blissfully Better for you and your taste buds!

-XO- Bonnie

### Nutrition Facts

2 servings per container

Serving size 2 pcs (23g)

Amount Per Serving  
**Calories 150**

% Daily Values\*

Total Fat 13g	20%
Saturated Fat 9g	45%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 8g	3%
Dietary Fiber 2g	8%
Total Sugars 4g	
Includes 4g of Added Sugars	2%

Protein 2g

Vitamin D 0mcg 0% • Iron 2mg 10%  
Calcium 13mg 2% • Potassium 110mg 2%

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** Organic Dark Chocolate (Organic Cacao, Organic Fair Trade Coconut Nectar, Organic Fair Trade Cocoa Butter), Organic Coconut Oil, Mint Oil.

**CONTAINS:** COCONUT

Processed on equipment that also processes Soy, Peanuts, Tree Nuts, Eggs, Wheat.

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Blissfully Better® LLC,  
Boca Raton, FL 33481

**CERTIFIED ORGANIC BY:**  
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# Ingredients for Blissfully Better



**BLISSFULLY BETTER®**  
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## TOFFEE THINS

ALMOND



NO REFINED SUGAR

USDA ORGANIC 72% CACAO NON GMO LOW GLYCEMIC

JUST 4 INGREDIENTS

SWEETENED ONLY WITH COCONUT NECTAR & DARK CHOCOLATE

4 PIECES

NET WT 1.6 OZ (45g)

**BLISSFULLY BETTER®**

MADE IN SMALL BATCHES and handcrafted in copper kettles, my Almond Toffee Thins are an indulgence you can feel great about. Each thin is chock full of heart-healthy almonds, enrobed in antioxidant-rich dark chocolate, sweetened only with low-glycemic coconut nectar and never refined sugar. Blissfully Better for you and your taste buds!

-XO- Bonnie

Nutrition Facts	
2 servings per container	
Serving size	2 pcs (23g)
Amount Per Serving	
<b>Calories</b>	<b>110</b>
% Daily Values*	
Total Fat 8g	10%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 20mg	1%
Total Carbohydrate 11g	4%
Dietary Fiber 2g	7%
Total Sugars 7g	
Includes 7g of Added Sugars	15%
Protein 2g	
Vitamin D 0mcg 0%	Iron 1mg 6%
Calcium 73mg 6%	Potassium 163mg 4%

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Organic Dark Chocolate (Organic Cacao, Organic Fair Trade Coconut Nectar, Organic Fair Trade Cocoa Butter), Organic Fair Trade Coconut Nectar, Organic Butter (Organic Sweet Cream, Sea Salt), Organic Almonds.

CONTAINS: MILK, ALMONDS, COCONUT

Processed on equipment that also processes Soy, Peanuts, Tree Nuts, Eggs, Wheat.

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CERTIFIED ORGANIC BY: Organic Certifiers

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## TOFFEE THINS

CRUNCHY QUINOA



NO REFINED SUGAR

USDA ORGANIC 72% CACAO NON GMO LOW GLYCEMIC

JUST 4 INGREDIENTS

SWEETENED ONLY WITH COCONUT NECTAR & DARK CHOCOLATE

4 PIECES

NET WT 1.6 OZ (45g)

**BLISSFULLY BETTER®**

MADE IN SMALL BATCHES and handcrafted in copper kettles, my Toffee Thins are an indulgence you can feel great about. Each thin is full of puffed quinoa (a superfood), enrobed in antioxidant-rich dark chocolate, sweetened only with low-glycemic coconut nectar and never refined sugar. Blissfully Better for you and your taste buds!

-XO- Bonnie

Nutrition Facts	
2 servings per container	
Serving size	2 pcs (23g)
Amount Per Serving	
<b>Calories</b>	<b>110</b>
% Daily Values*	
Total Fat 6g	8%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 25mg	1%
Total Carbohydrate 13g	5%
Dietary Fiber 2g	7%
Total Sugars 8g	
Includes 8g of Added Sugars	15%
Protein 1g	
Vitamin D 0mcg 0%	Iron 1mg 6%
Calcium 65mg 6%	Potassium 153mg 4%

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Organic Dark Chocolate (Organic Cacao, Organic Fair Trade Coconut Nectar, Organic Fair Trade Cocoa Butter), Organic Fair Trade Coconut Nectar, Organic Butter (Organic Sweet Cream, Sea Salt), Organic Puffed Quinoa.

CONTAINS: MILK, COCONUT

Processed on equipment that also processes Soy, Peanuts, Tree Nuts, Eggs, Wheat.

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## CARAMEL THINS

SEA SALT



NO REFINED SUGAR

USDA ORGANIC 72% CACAO NON GMO LOW GLYCEMIC

JUST 5 INGREDIENTS

SWEETENED ONLY WITH COCONUT NECTAR & DARK CHOCOLATE

4 PIECES

NET WT 1.6 OZ (45g)

**BLISSFULLY BETTER®**

MADE IN SMALL BATCHES and handcrafted in copper kettles, my Caramel Thins are an indulgence you can feel great about. Each thin is full of luxurious, rich caramel, enrobed in antioxidant-rich dark chocolate, sprinkled with high-mineral sea salt, sweetened only with low-glycemic coconut nectar and never refined sugar. Blissfully Better for you and your taste buds!

-XO- Bonnie

Nutrition Facts	
2 servings per container	
Serving size	2 pcs (23g)
Amount Per Serving	
<b>Calories</b>	<b>80</b>
% Daily Values*	
Total Fat 4.5g	6%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 15mg	1%
Total Carbohydrate 11g	4%
Dietary Fiber 2g	7%
Total Sugars 7g	
Includes 7g of Added Sugars	15%
Protein 1g	
Vitamin D 0mcg 0%	Iron 1mg 6%
Calcium 61mg 4%	Potassium 147mg 4%

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Organic Heavy Cream, Organic Coconut Nectar, Organic Dark Chocolate (Organic Cacao, Organic Fair Trade Coconut Nectar, Organic Fair Trade Cocoa Butter), Organic Vanilla, Sea Salt.

CONTAINS: MILK, COCONUT

Processed on equipment that also processes Soy, Peanuts, Tree Nuts, Eggs, Wheat.

DISTRIBUTED BY: Blissfully Better LLC, Boca Raton, FL 33481

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# Ingredients for MegaBites



## Ingredients:

Protein Concentrate Blend (Brown Rice and Yellow Pea), Gluten-Free Whole Grain Oats, Brown Rice Syrup, Cocoa Powder, Vegetable Glycerin, Sugar, Water, Ground Roasted Sunflower Seeds, Yacon Syrup, Freeze-dried Apple Powder (Apple Juice Concentrate and Puree, Maltodextrin from non-GMO Corn, Silica [prevents caking]), Rice Flour, Cocoa Butter, less than 2%: Sunflower Lecithin, Natural Chocolate Flavor, Vanilla Extract, Mixed Tocopherols (Vitamin E), Sea Salt, non-GMO Corn Protein Glaze.

**Allergen Statement: Free from the Top 8 Allergens. This product is suitable for vegans.**

Nutrition Facts	
1 Servings Per Container	
Serving size	1.76oz (50g)
Amount per serving	
<b>Calories</b>	<b>190</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Polysaturated Fat 2g	
Monounsaturated Fat 2g	
Cholesterol 0mg	0%
Sodium 125mg	5%
Total Carbohydrate 20g	9%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 6g Added Sugars	12%
Protein 10g	
Vitamin D 0mcg	0%
Calcium 19mg	2%
Iron 2mg	10%
Potassium 96mg	2%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



## Ingredients:

Gluten-Free Oat Blend (Whole Grain Oats, Oat Fiber), Protein Concentrate Blend (Brown Rice and Yellow Pea), Brown Rice Syrup, Vegetable Glycerin, Freeze-dried Apple Powder (Apple Juice Concentrate and Puree, Maltodextrin from non-GMO Corn, Silica [prevents caking]), Sugar, Ground Roasted Sunflower Seeds, Pea Protein Crisps (Pea Protein Concentrate, Rice Flour, Rice Starch), Yacon Syrup, Tapioca Starch, Rice Flour, Cocoa Butter, Sunflower Lecithin, less than 1%: Vanilla Extract, Natural Apple Flavor, Mixed Tocopherols (Vitamin E), Cinnamon, non-GMO Corn Protein Glaze, Citric Acid, Sea Salt.

**Allergen Statement: Free from the Top 8 Allergens. This product is suitable for vegans.**

Nutrition Facts	
1 Servings Per Container	
Serving size	1.76oz (50g)
Amount per serving	
<b>Calories</b>	<b>210</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Polysaturated Fat 2g	
Monounsaturated Fat 2g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 30g	11%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 6g Added Sugars	12%
Protein 10g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 2mg	10%
Potassium 36mg	0%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# Ingredients for MegaBites



## Ingredients:

Gluten-Free Oat Blend (Whole Grain Oats, Oat Fiber), Protein Concentrate Blend (Brown Rice and Yellow Pea), Brown Rice Syrup, Vegetable Glycerin, Freeze-dried Apple Powder (Apple Juice Concentrate and Puree, Maltodextrin from non-GMO Corn, Silica [prevents caking]), Sugar, Ground Roasted Sunflower Seeds, Pea Protein Crisps (Pea Protein Concentrate, Rice Flour, Rice Starch), Yacon Syrup, Tapioca Starch, Rice Flour, Cocoa Butter, Sunflower Lecithin, less than 1%: Vanilla Extract, Freeze-dried Berry Blend (Strawberry, Raspberry), Natural Berry Flavor, Mixed Tocopherols (Vitamin E), non-GMO Corn Protein Glaze, Citric Acid, Sea Salt.

**Allergen Statement: Free from the Top 8 Allergens. This product is suitable for vegans.**

Nutrition Facts	
1 Servings Per Container	
Serving size	1.76oz (50g)
Amount per serving	
<b>Calories</b>	<b>210</b>
% Daily Value*	
Total Fat 6g	8%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 2g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 30g	11%
Dietary Fiber 3g	11%
Total Sugars 9g	
Includes 6g Added Sugars	12%
Protein 10g	
Vitamin D 0mcg	0%
Calcium 26mg	2%
Iron 2mg	10%
Potassium 27mg	0%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



## Ingredients:

Protein Concentrate Blend (Brown Rice and Yellow Pea), Gluten-Free Whole Grain Oats, Brown Rice Syrup, Cocoa Powder, Vegetable Glycerin, Sugar, Water, Ground Roasted Sunflower Seeds, Yacon Syrup, Freeze-dried Apple Powder (Apple Juice Concentrate and Puree, Maltodextrin from non-GMO Corn, Silica [prevents caking]), Rice Flour, Cocoa Butter, less than 2%: Sunflower Lecithin, Natural Chocolate Flavor, Vanilla Extract, Mixed Tocopherols (Vitamin E), Sea Salt, non-GMO Corn Protein Glaze, Peppermint Extract.

**Allergen Statement: Free from the Top 8 Allergens. This product is suitable for vegans.**

Nutrition Facts	
1 Servings Per Container	
Serving size	1.76oz (50g)
Amount per serving	
<b>Calories</b>	<b>190</b>
% Daily Value*	
Total Fat 6g	8%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 2g	
Cholesterol 0mg	0%
Sodium 125mg	6%
Total Carbohydrate 26g	9%
Dietary Fiber 3g	11%
Total Sugars 9g	
Includes 6g Added Sugars	12%
Protein 10g	
Vitamin D 0mcg	0%
Calcium 19mg	2%
Iron 2mg	10%
Potassium 95mg	2%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	





10/28/2020

# Leading the organic and gluten free natural grocery channel with 24+ years of innovation!



Wholly Wholesome and Wholly Gluten Free Frozen Pie shells +83% vs LY\*



Wholly Gluten Free Frozen Pizza Crusts/Dough +119% v LY\*



Unique Belgique Waffles at +38.5% v LY\*

\*Latest 24 weeks IRI total US Food w/e 7/12/20



# Wholly Wholesome 9", 6" Ready-to-Bake Pie Shells and Rolled Pie Dough



#1 Selling Organic Pie Shell in the USA (according to IRI Data)

Consumer confidence in our taste, clean ingredients and certifications is driving the growth of our brands!

↑ 55% YOY Growth!



# Wholly Wholesome Frozen Cookie Pucks In-Store Bakery or Foodservice



- Natural Bake & Sell**  
**Cookies available in Two**  
**Sizes: 2.25 oz and .6 oz**
- Oatmeal Raisin
  - Double Chocolate Chunk w/Pecans
  - No Nut Chocolate Chip
  - Oatmeal Cranberry Orange
  - Peanut Butter (2.25 oz only)



Homemade taste. No Preservatives, Additives or Artificial Ingredients  
Only rBGH free butter



# Wholly Wholesome Natural Frozen 8" Pies

## Ingredients Matter!



Natural pies made with:

Organic wheat flour

Organic cane sugar

Organic palm oil

Non-GMO Fruit



Apple, Blueberry, Cherry, and Dairy Free  
Pumpkin are suitable for Vegans



# Wholly Gluten Free 9" Ready-to-Bake Pie Shells

## #1 Selling Gluten Free Pie Shell in North America (according to IRI Data)



↑ 31.5% YOY Growth



Did you know?

*GF Shoppers spend on average \$71.00 per trip more than non-gluten free shoppers. (F.A.R.E.)*

This Bakehouse	
This Product	
✓	Wheat Free
✓	Dairy Free (casein & lactose)
✓	Egg Free
✓	Soy Free
✓	Peanut Free
✓	Tree Nut Free
✓	Sesame Seed Free
✓	Fish Free
✓	Shellfish Free

Certified



Gluten-Free



PARVE



**PALM**  
DONE RIGHT™



# Wholly Gluten Free Pizza Dough and Pizza Crusts

## Beating Category growth at +79% Growth YOY!\*



Versatile Dough –  
pizza and more uses

This Bakehouse	
This Product	
✓	✓ Wheat Free
✓	✓ Dairy Free (casein & lactose)
	✓ Egg Free
	✓ Soy Free
✓	✓ Peanut Free
✓	✓ Tree Nut Free
✓	✓ Sesame Seed Free
✓	✓ Fish Free
✓	✓ Shellfish Free



Convenient – top and bake



Rack Dimensions	18.75" L x 8.125" W x 10.875" H
Rack Height Filled With Product	14.1874" (Min Height of 12.75" if Dough Packaging is bent back)

- Double Freezer Space Efficiency (2 products, 1 Spot)
- Keeps Shelf Structure, and Freezer Presentation Clean



\*IRI Total US 52 weeks, week ending 7.12.20 Fz Pizza Crust/Dough

# Wholly Gluten Free Frozen Fudge Brownies –Sure to Please!



## Retail, Bakery and Foodservice packaging available now!

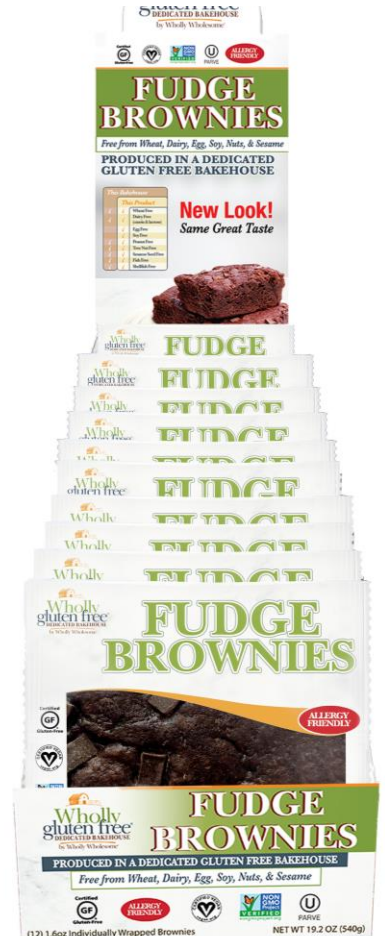
In Store Bakery or Retail Frozen Grocery 2-pack



This Bakehouse	
This Product	
✓	Wheat Free
✓	Dairy Free (casein & lactose)
✓	Egg Free
✓	Soy Free
✓	Peanut Free
✓	Tree Nut Free
✓	Sesame Seed Free
✓	Fish Free
✓	Shellfish Free



Individually wrapped brownie available as 5 pack or 12 pack



Single-Serve 12 pack  
Thaw & Sell





# Wholly Gluten Free Chocolate Chunk Cookie Bakery or Frozen Retail



New Item!



New Chocolate Chunk  
Cookie that is in-store  
bakery ready or retail  
freezer!

Gluten Free and Vegan  
**Available Now!**

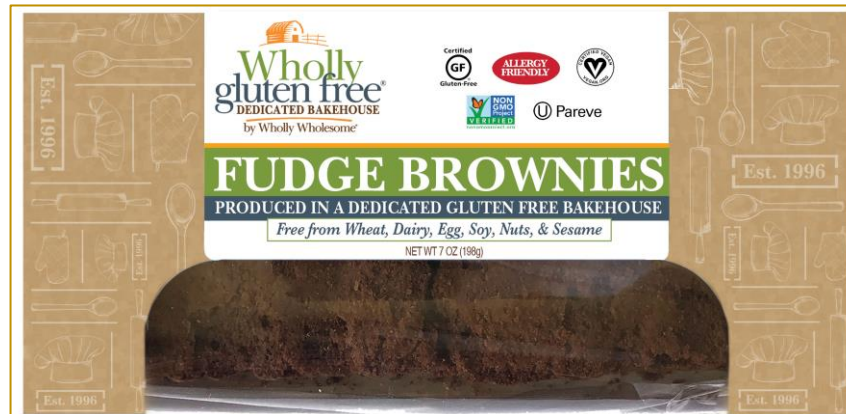


# Wholly Gluten Free Chocolate Chunk Cookie and Fudge Brownie for In-Store Bakery



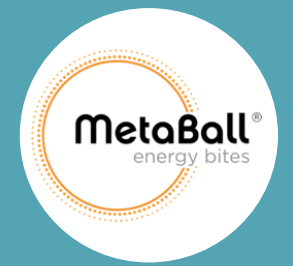
New Item  
2020!

Gluten Free & Vegan  
Thaw & Sell Convenience





# MetaBall Energy Bites – Protein Packed, Allergy Friendly Snacks



## Free From:

<input checked="" type="checkbox"/> Peanuts	<input checked="" type="checkbox"/> Dairy	<input checked="" type="checkbox"/> Fish	<input checked="" type="checkbox"/> Casein
<input checked="" type="checkbox"/> Tree nuts	<input checked="" type="checkbox"/> Eggs	<input checked="" type="checkbox"/> Shellfish	<input checked="" type="checkbox"/> Sesame
<input checked="" type="checkbox"/> Wheat	<input checked="" type="checkbox"/> Soy	<input checked="" type="checkbox"/> Gluten	<input checked="" type="checkbox"/> GMO's



	FREE of Top 8 Allergens	Vegan	Gluten-Free	< 10g Sugar	+10g Protein
MetaBall®	✓	✓	✓	✓	✓
RX Bar			✓		✓
Larabar		✓	✓		
Clif Bar					
Kind (Nuts & Seeds)			✓	✓	
Luna			✓	✓	
88 Acres	✓	✓	✓		
Square		✓	✓		✓

# Blissfully Better Organic 72% Cacao Chocolate Thins



Sweetened with Organic  
Coconut Nectar

*NO* refined sugars

Low Glycemic

Naturally Gluten Free

2 Vegan Skus – Coconut  
and Mint



WOMEN  
OWNED





# Coming soon! Blissfully Better BonBons



- 72% Cacao
- Vegan
- Sweetened with Organic Coconut Nectar
- Low Glycemic
- Paleo Friendly

Blissfully Better –  
available fall 2020  
All the great taste of  
our Organic Toffee  
Thins now in bite-size  
single serve!



# Thank you!



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# Ingredients Matter:

## Wholly Wholesome All Natural Cookies vs. Retail Chain Store Bakery...

### Wholly Wholesome Chocolate Chip Cookie

**10 ingredients + Sub ingredients**

- Enriched Flour (Wheat, Niacin, Thiamine, Riboflavin, Iron, Folic Acid)
  - Chocolate Chips (Sugar, Chocolate Liquor, Cocoa Butter, Soy Lecithin, Vanilla)
  - Organic Cane Sugar
  - Unsalted Butter
  - Eggs
  - Molasses
  - Sea Salt
  - Baking Soda
  - Vanilla Extract
  - Natural Flavor
- Contains Wheat, Eggs, Soy, and Dairy. Made in a facility that uses Wheat, Eggs, Soy, Dairy, Tree Nuts, and Peanuts

### Major Chain In-Store Bakery Chocolate Chip Cookie

**15 ingredients + Sub ingredients**

- Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid)
  - Sugar
  - Chocolate Chips (Sugar, Chocolate Liquor, Cocoa Butter, **Dextrose**, Soy Lecithin, Natural Flavor)
  - Vegetable Shortening (**Interesterified** Soybean Oil, Soybean Oil, **Hydrogenated** Cottonseed Oil)
  - Eggs
  - Fructose
  - Molasses
  - Water
  - Leavening (Baking Soda, **Sodium Aluminum Phosphate, Monocalcium Phosphate**)
  - Salt
  - Natural Colors
  - **Artificial Colors**
  - Corn Starch
  - Soy Lecithin
  - Nonfat Milk
- Contains Wheat, Eggs, Soy, and Milk. Produced In-store on equipment that processes foods containing Peanuts and Tree Nuts

### Wholly Wholesome Oatmeal Raisin Cookie

**12 ingredients + Sub ingredients**

- Rolled Oats
  - Organic Cane Sugar
  - Unsalted Butter
  - Enriched Flour (Wheat, Niacin, Thiamine, Riboflavin, Iron, Folic Acid)
  - Raisins
  - Eggs
  - Molasses
  - Sea Salt
  - Cinnamon
  - Baking Soda
  - Vanilla Extract
  - Natural Flavor
- Contains Wheat, Eggs, and Dairy. Made in a facility that uses Wheat, Eggs, Soy, Dairy, Tree Nuts, and Peanuts

### Major Chain In-Store Bakery Chocolate Chip Cookie

**13 ingredients + Sub ingredients**

- Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid)
  - Sugar
  - Raisins
  - Oats
  - Vegetable Shortening (**Interesterified** Soybean Oil, **Hydrogenated** Cottonseed Oil)
  - Eggs
  - Fructose
  - Molasses
  - Salt
  - Leavening (Baking Soda, **Sodium Aluminum Phosphate, monocalcium Phosphate**)
  - Cinnamon
  - Soy Lecithin
  - Nonfat Milk
- Contains Wheat, Eggs, Milk, and Soy. Produced In-store on equipment that processes foods containing Peanuts and Tree Nuts

# Ingredients Matter:

## Wholly Wholesome All Natural Pies vs. Retail Chain Store Bakery...



### Wholly Wholesome Apple Pie

#### 10 ingredients

- Apples
  - Organic Wheat Flour
  - Organic Cane Sugar
  - Organic Palm Oil
  - Rice Starch
  - Sea Salt
  - Cinnamon
  - Nutmeg
  - Allspice
- 
- **Contains Wheat. Made in a facility that uses: Dairy, Egg, Tree Nuts, and Soy**

### Major Chain In-Store Bakery Apple Pie

#### 15 Ingredients + Sub Ingredients

- Apples
  - Water
  - Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid)
  - Vegetable Shortening (Interesterified Soybean Oil, Soybean Oil, Hydrogenated Cottonseed Oil)
  - High Fructose Corn Syrup
  - Sugar
  - Modified Cornstarch
  - Salt
  - Cinnamon
  - Dextrose
  - Citric Acid
  - L-Cysteine
  - Spices
  - Sorbic Acid (Preservative)
  - Pea Protein
- 
- **Contains Wheat**

### Major Chain Honeycrisp Apple Wavy Lattice Pie (Private Selection)

#### 15 Ingredients + Sub Ingredients

- Honeycrisp Apples (Apples, Salt, Citric Acid, Ascorbic Acid)
  - Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid)
  - Vegetable Oil (Palm Oil, Soybean Oil)
  - Water
  - Sugar
  - Modified Corn Starch
  - Salt
  - Dextrose
  - Cinnamon Annatto and Turmeric Extracts (For Color)
  - Xanthan Gum
  - Cellulose Gum
  - Nonfat Dry Milk Fortified with Vitamins A and D
  - Calcium Propionate (To Retard Spoilage)
  - Sodium Benzoate (Preservative)
  - Pie Shine (Vegetable Protein [Pea], Corn Syrup, Pectin, Citric Acid, Artificial Flavor, Yellow 6, Maltodextrin, Sodium Alginate, Mono- and Diglycerides)
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- **Contains Wheat, Milk. May Contain Soy, Eggs, Peanuts, and Tree Nuts**