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FRUIT CEREAL ENHANCES THE GLUTEN-FREE DIET

Naturally Sweet Baking Company's Products Provide A Healthy Alternative

Nashville, TN, May 4, 2009 – Naturally Sweet Baking Company (NSBC), an innovative food technology company, today announced that its revolutionary line of cereal made from 100% whole fruit is a delicious addition to a gluten-free diet.

Gluten-free diets are recommended for individuals who are gluten sensitive and those with celiac disease. Because most of the cereals found in stores contain gluten, consumers adopting a gluten-free lifestyle often compromise taste to maintain their diets. NSBC's fruit cereal is a healthy and safe choice for consumers looking for a more flavorful gluten-free breakfast cereal.

“NSBC is dedicated to providing delicious options for a healthy lifestyle. We are glad that our fruit cereal is both a tasty and safe alternative for people who require a gluten-free diet,” said Kathy Jordan, President of NSBC.

NSBC's two introductory products, Sweet Jordan Apples and Tart Jordan Apples, are currently available online, with pear and apricot fruit cereals planned for release this summer. A number of recipes are listed on the website that can be adapted to be gluten-free. Visit fruitcereal.com to learn more.

About Naturally Sweet Baking Company

Naturally Sweet Baking Company (NSBC) is an innovative food technology company developing and manufacturing new and unique products that incorporate natural whole fruit into the American diet. The natural sugars of fresh fruit are concentrated to create the sweet taste of all of NSBC's products. Established in 2007, NSBC is headquartered in Nashville, Tennessee. More information about NSBC and its fruit products can be found at fruitcereal.com.

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