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## NATURALLY SWEET BAKING COMPANY LAUNCHES FRUITCEREAL.COM

### *New Online Store Sells Fruit Cereal Direct*

Nashville, TN, May 19, 2009 – Naturally Sweet Baking Company (NSBC), an innovative food technology company, today announced the launch of its new online store, [fruitcereal.com](http://fruitcereal.com). The store sells its innovative fruit cereal, made from 100% whole fruit, direct to consumers. The non-perishable cereal is sold in single-serving, stay-fresh packages. Each 1¾ ounce package holds the equivalent of two servings of fresh fruit. Cereal is shipped nationally from NSBC's retail distribution center outside of Nashville, Tennessee.

NSBC's all-natural fruit cereal contains no added sugar, colors, or flavors. In addition to being an excellent source of fiber, it contains no fat or cholesterol. It is a certified Vegan food and a safe alternative for people requiring a gluten-free diet.

“Our fruit cereal is a healthy alternative to traditional breakfast cereal. While being made of only fruit, it still offers the same crispy, crunchy texture of popular cereals on the market,” said Kathy Jordan, President of NSBC. “It is a new and delicious way to get two servings of fruit in a single serving of breakfast cereal.”

NSBC launched [fruitcereal.com](http://fruitcereal.com) to gain a wider exposure to the benefits of fruit cereal. Each serving of fruit cereal is less expensive than the equivalent serving of fresh fruit. Combined with its longer shelf life, fruit cereal is an economical choice for the masses.

NSBC's two introductory products, Sweet Jordan Apples and Tart Jordan Apples, are currently available online. They can be purchased individually or in a value pack. Pear and apricot fruit cereals are in development and planned for release in the summer of 2009. They also will be available at [fruitcereal.com](http://fruitcereal.com).

### **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](http://fruitcereal.com).

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