

# Hearthside Foods Continues to Lead in New Product Innovation with the Introduction of the First Granola with Baobab Superfruit

EUGENE, Ore., Nov. 15, 2011 (SEND2PRESS NEWSWIRE) – Hearthside Food Solutions, LLC, one of the country’s leading manufacturers of all natural cereal and granola products, has recently introduced another “on trend” variety of delicious granola under its GT Classic brand: Baobab Coconut Granola, made with organic (MWO) ingredients.

Baobab, heralded by Organics Processing Magazine as one of 2011’s top organic superfoods, is an African fruit harvested from what locals refer to as “the tree of life.” High in Vitamin C, Baobab has as many antioxidants as goji berries, more calcium than milk, more iron than red meat, more potassium than a banana and more magnesium than spinach.

“When we tasted baobab for the first time at Expo West in March 2011, we were interested in the flavor option, but once we saw that the nutritional benefits were off the charts, we knew we had the chance to once again create another exciting, innovative entry in the granola category,” said Rob Goluba, Director of Marketing for Hearthside Foods. “After our R&D team optimized the Baobab Coconut granola recipe, we quickly introduced this item to our offering to complement our existing industry-leading lineup of delicious bulk granolas.”

Hearthside Foods’ Baobab Coconut granola is available under the new GT Classic brand, in a 25 lb. bulk case. GT Classic Baobab Coconut granola is loaded with over 27 grams of whole grains per serving and is a good source of fiber and protein. This delicious granola product is available in the bulk foods section of natural and specialty retailers across the country.

## **About Hearthside Foods:**

Hearthside Foods, with corporate offices based in Downers Grove, IL, operates 12 manufacturing facilities, employs nearly 5,000 team members in seven states and is the largest privately-held bakery in the country. The GT Classic brand made with organic (MWO) bulk granolas are produced in Hearthside’s Eugene, OR facility, along with the company’s other natural/specialty granola and cereal brands: Golden Temple granola, Peace Cereal and Sweet Home Farm granola.

More information can be found at <http://www.hearthsidefoods.com> .

News issued by: Hearthside Food Solutions, LLC



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Original Story ID: 2011-11-1115-002 (7443) :: 2011-11-1115-002

Original Keywords: Baobab Coconut Granola, Hearthside Food Solutions LLC, GT Classic brand, Expo West, Organics Processing Magazine, Eugene Oregon, Baobab Superfruit, cereal brands Hearthside Food Solutions, LLC Eugene Oregon EUGENE, Ore.

Alternate Headline: Hearthside Food Solutions announces Baobab Coconut Granola, made with organic (MWO) ingredients

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