

## **Nutritious Living introduces new cereals**

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by Eric Schroeder

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ANAHEIM, CALIF. — Nutritious Living, a division of Organic Milling Corp., has launched three new cereal products under its Natural Living product platform: Antioxidant Indulgence, Artisan Inspiration, and Omega-3 Harmony.

According to Nutritious Living, the new cereals "are designed to deliver big on taste, while targeting specific high-demand nutritional attributes associated with antioxidants, omega-3 and whole grains."

Antioxidant Indulgence is made with real dark chocolate, Goji berries and strawberries. In addition each serving provides 16 grams of whole grains per serving and is a natural source of vitamin C, niacin, iron, magnesium and selenium.

Artisan Inspiration contains 14 whole food ingredients, including whole grain oats, raisins, cherries, dates, coconut, cashews, sesame seeds, sunflower seeds and pumpkin seeds. Artisan Inspiration provides 28 grams of whole grains per serving and is sodium free.

Omega-3 Harmony is made with lightly sweetened whole grain flakes, walnut pieces and dried cranberries. The cereal provides 1,000 mg of omega-3s per serving and is a natural source of B-vitamins, iron, magnesium, selenium and zinc and contains nine grams of fiber.

"Consumers are becoming increasingly aware of the buzz around the benefits of antioxidants and omega-3s and are looking for products that will help them incorporate these nutrients into their diets," said Robn Cassidy, national sales director for Nutritious Living. "We created our newest cereals to make it easier for mainstream consumers to incorporate these nutritional powerhouses into their diets while enjoying delectable flavor."

Founded in 1969, Organic Milling Corp. manufactures cereal, granola and snack foods.