

Fast Facts

What is Earth Balance®?

Earth Balance® produces a line of deliciously healthy buttery spreads, shortenings and nut butters. Made with a proprietary blend of expeller-pressed oils shown to raise good (HDL) cholesterol and lower bad (LDL), they're also a good source of important Omega 3s. Available in both tub and stick forms, Earth Balance® Natural Spreads are vegan, non-GMO, and are free of gluten, trans fats, hydrogenated oils, and artificial ingredients of any kind.

Earth Balance® History

In 1998, Smart Balance® (now Smart Balance, Inc.) founded its sister, all-natural brand, Earth Balance®. Earth Balance®'s Original Buttery Spread quickly became the fastest selling, taste-test winning, and most popular all-natural butter alternative in the country. Now headed by vice president and general manager Rickard Werner, a long time natural foods professional with experience at Wild Oats Markets and Eco-Natural Solutions, Earth Balance® has a renewed mission. The company is poised to expand and enhance its current line of great-tasting, nutritionally beneficial, conveniently packaged natural spreads, so its loyal customers will have an even wider variety of healthy, natural alternative spreads from which to choose.

Products & Pricing

All Earth Balance® products are vegan and made with a unique, nutritionally beneficial blend of oils.

Original Buttery Spread 15 oz., SRP \$3.99
Original Buttery Spread 45 oz., SRP \$9.79
Organic Whipped Buttery Spread, SRP \$4.39
Soy Garden Buttery Spread, SRP \$3.99
Olive Oil Buttery Spread, SRP \$3.99
Soy Free Spread 15 oz., SRP \$ 4.39
Buttery Sticks, SRP \$3.99
Shortening Sticks, SRP \$3.99
Peanut Butter (Creamy & Crunchy), SRP \$3.99-\$4.49
Almond Butter, SRP \$8.99-\$10.49

Where To Buy

Earth Balance® Natural Spreads are sold nationally at Whole Foods Market, regionally at City Market, Fred Meyer, Henry's, King Soopers, Publix, QFC, Safeway, Trader Joe's and Wegmans, as well as in local natural and specialty stores across the U.S. and Canada.

Earth Balance® Online

www.EarthBalanceNatural.com

Earth Balance® Contacts

Sales TJ McIntyre, tjmcintyre@smartbalance.com, 303.652.0521
Media Heather Willison, heather@snap-pr.com, 303.517.2272



History

Smart Balance, Inc. (as the company is known today) began after a unique blend of expeller-pressed oils shown to help improve the ratios of good and bad cholesterol was developed and patented by researchers at Brandeis University. This discovery was so intriguing to Bob Harris, an entrepreneur with a passion for good health, he set out to produce a line of heart-healthy spreads and products that featured this proprietary oil blend. And, with Brandeis as a licensor, he did just that, by founding the Smart Balance® brand.

In 1998, Smart Balance® founded its sister, all-natural brand, *Earth Balance*®. Earth Balance®'s Original Buttery Spread quickly became the fastest selling, taste-test winning, and most popular all-natural butter alternative in the country. This phenomenon quickly captured the interest of Boulder Specialty Brands, Inc, chaired by CEO Stephen Hughes. And eventually, as it so often does in such matters, this interest turned to ownership; in May of 2007, Boulder Specialty Brands bought Harris's company, and changed its name to Smart Balance, Inc.

Earth Balance® is poised to expand and enhance its current line of great-tasting, nutritionally beneficial, conveniently packaged natural spreads, so its loyal customers will have an even wider variety of healthy, natural alternative spreads from which to choose. Earth Balance® currently produces a line of nine products, including a variety of buttery spreads and nut butters. Available in a range of natural, organic and vegan varieties, there is an Earth Balance® Natural Spread for every purpose, every diet, and every customer.

For more information, please visit www.EarthBalanceNatural.com.



7102 LaVista Place, Suite 200 • Longmont, CO 80503 • 201-568-9300

Products

Earth Balance® Natural Spreads are a line of deliciously healthy buttery spreads, shortenings and nut butters that taste as good as they are good for you. All Earth Balance® products are vegan and made with a unique, nutritionally beneficial blend of oils.

The current line of Earth Balance® Natural Spreads includes–

- Original Buttery Spread (in 15 oz. and 45 oz. tubs)*
- Organic Whipped Buttery Spread*
- Soy Garden Buttery Spread*
- Olive Oil Buttery Spread*
- Soy Free Spread
- Vegan Buttery Sticks
- Shortening Sticks
- Peanut Butter (Creamy and Crunchy)
- Almond Butter

From creamy butter alternatives and savory olive oil-based spreads and to sweet nut butters, every Earth Balance® Natural Spread is 100% natural and contains important Omega 3's. They're also completely non-GMO and free of trans fats, hydrogenated oils, and artificial ingredients of any kind.

**Chosen for the ChefsBest™ Award for Best Taste by the American Culinary Institute for three consecutive years! ChefsBest™ Award for Best Taste awarded to the vegetable oil spread brand rated highest overall among leading brands by chefs.*



7102 LaVista Place, Suite 200 • Longmont, CO 80503 • 201-568-9300

FAQs

Q: I love Earth Balance® Buttery Spread. But why don't you just call it "margarine?"

A: For some really important reasons! Earth Balance® Buttery Spread does not contain the unhealthy hydrogenated oils, preservatives and emulsifiers found in most margarines and other butter alternatives. Our Buttery Spread is a natural, trans-fat free butter alternative with award winning flavor—it's beyond margarine!

Q: What is the difference between Earth Balance® and Smart Balance®?

A: Earth Balance® is the all-natural division of Smart Balance, Inc. While most of our products contain the same patented blend of oils shown to improve the important cholesterol ratio that Smart Balance® uses, they're also made with only natural, expeller-pressed oils. They also never contain GMO's, artificial preservatives, flavors, colors or emulsifiers. Not only that, all of our products are vegan and gluten-free.

Q: I thought palm oil was unhealthy. Why do you use it?

A: We use only palm fruit oil, which is actually quite healthy.

Like an avocado, palm fruit has two basic parts—the kernel (or seed) and the fruit, and oil can be derived from both. Palm kernel oil is high in lauric and myristic acids—these are the fatty acids also found in butter, that have been shown to raise LDL (or "bad") cholesterol levels in the blood. Palm kernel oil is about 90% saturated.

However, oil derived from the palm fruit has much lower levels of lauric and myristic acids, and it's only about 45% saturated. It has many other beneficial qualities as well.

Q: If Earth Balance® Natural Spreads aren't hydrogenated, how do they stay stable at room temperature?

A: The patented oil blend we use at Earth Balance® is a careful combination of palm fruit, soy, canola, and olive oils. Not only is it nutritionally beneficial, it also is naturally stable at room temperature. Which means we don't have to resort to unnatural or unhealthy processes like hydrogenation and interesterification to give our spreads their buttery consistency.

Q: What are the advantages of expeller-pressed oils?

A: Oils that are not specifically labeled "expeller pressed," "cold pressed" or "extra virgin" are often made by using harsh chemical solvents and/or extreme heat to separate the edible oil from the plant material.

"Expeller pressed" means using only pressure to separate the oil from the plant material—a more natural way to extract the nutrients and flavor of the oil.



7102 LaVista Place, Suite 200 • Longmont, CO 80503 • 201-568-9300

Q: What's the difference between all the buttery spreads you make?

A: Let's start with what they all have in common: Each of our buttery spreads contains the same patented blend of expeller pressed, non GMO oils. All of them are vegan, gluten free and naturally free of trans-fat. But there are a lot of uses for butter alternatives, and so we set out to make products that were most convenient and in every other way, ideal for each of them.

- Our Whipped Organic buttery spread, for example, is made with certified organic oils and whipped to improve spread-ability, even right out of your refrigerator.
- Our Olive Oil spread is also whipped for spread-ability, but we've replaced canola oil with olive oil for a hint of the savory flavor and goodness of extra virgin olive oil.
- Our Original is the most versatile of our products. You can spread, cook, bake, sauté, basically use it any way you would use butter.
- Our Soy Garden product contains olive oil as well, and has the additional benefit of ground soy beans to destabilize the emulsion and enhance flavor release. Soy Garden contains no canola oil.
- Our Vegan Buttery Sticks are made with a formula very much like that in our Original, but in a format perfect for baking.

Q: What's the story behind the proprietary blend of expeller-pressed oils in Earth Balance® Natural Spreads?

A: In 1996 GFA Brands, Inc., the owner of the Earth Balance® brand, licensed the patented blend of vegetable oils developed at Brandeis University. Research at Brandeis has shown that consumption of this oil blend, combined with a sensible, low cholesterol diet and exercise, can reduce bad cholesterol and increase good cholesterol. (We call this raising of the good (HDL) and decreasing of the bad (LDL) the "cholesterol ratio.")

This is one thing that sets Earth Balance® apart; not only are we not bad for you (because we're non-hydrogenated), our formula may actually improve your cholesterol ratio. Another thing that makes us special is that award-winning Earth Balance® flavor. But you already knew that, didn't you?

Q: What are trans fats and why should I avoid them?

A: When oils are hydrogenated, it means hydrogen atoms are added to fat molecules so they'll stay stable and harden at room temperature. "Trans fats" are oils that have been hydrogenated, and they've been widely linked to a number of health problems. At Earth Balance®, we use a naturally stable blend of palm fruit, canola and soy oils that do not require hydrogenation.

Q: What are ALA Omega 3's and why do I need them?

A: These are "essential" fatty acids. They're called "essential" because your body can't make them for you; you have to get them from food. ALA Omega 3 is an important building block for other Omega 3s (like DHA and EPA) that have been shown to have significant health benefits.



Q: Can I cook with all of these spreads, or are some better than others for certain things?

A: You can cook with all of our spreads, but when it comes to baking, some are indeed better than others. For example, because the whipping process adds volume to them, our Organic Whipped and Olive Oil Spreads will not measure precisely. Instead, we recommend our natural Earth Balance® Original, Soy Garden (or for ease of use and measuring, our Vegan Buttery Sticks) for baking—any of them will do perfectly.

Q: What's different about Earth Balance® Peanut Butter/Almond Butter and any other natural nut butter?

A: First of all, you don't have to stir them, because we've added a blend of expeller-pressed oils that naturally work to keep our nut butters from separating. We also add flax seeds for the ALA Omega 3 content, and then add a touch of sweetness with natural agave syrup, a low glycemic sweetener. No other nut butter has this unique combination of taste and benefits.

Q: And why is agave syrup better than sugar?

A: Agave syrup (derived from a succulent plant native to northern Mexico and the Southwestern U.S) is naturally sweet, with a consistency like honey, but with a much milder flavor. It has a pleasant, sweet taste, but it doesn't have a high glycemic index; which means it doesn't impact the body's blood sugar quickly, but instead provides sustained energy without the "spike."

###

