

Rocky Mountain News

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BUSINESS EXTRA

VENTURES



EarthBalance

■ Natural spreads

Price: \$2.79-\$3.99

Where you can get it: Whole Foods, Sunflower Markets, Vitamin Cottage, King Soopers, Safeway

Location: Longmont

Tidbits: "What we're trying to do is balance nutritional complexity with ingredient simplicity," said Rick Werner, general manager and vice president of EarthBalance. "We don't want a laundry list of ingredients but we want to provide a potent nutritional package."

EarthBalance offers natural alternatives to conventional spreads, toppings, baking and cooking oils in vegan, organic and dairy blend varieties. Its butter substitute, its best-selling product, won the 2008 American Tasting Institute award for the best-tasting natural buttery spread.

"We really pride ourselves on EarthBalance being a no-compromise substitute for butter," said Werner.

EarthBalance spreads are based on a blend of expeller-pressed oils that has been shown to increase good

cholesterol while lowering the bad. They're also a great source of Omega 3 fatty acids.

"We're not so much concerned about low-fat as the quality of the fat that people are consuming," Werner said, adding that fat is an essential part of the diet.

All EarthBalance spreads are non-GMO and free of trans fats, hydrogenated oils and artificial ingredients.

For more information: earthbalancenatural.com