

## About Us

### Our Mission Since 1996!

Benefit Nutrition®'s mission is to develop 100% All Natural Trans Fat free foods that first and foremost are "functional" but also taste great. We are driven by this combination, and how critical great taste is, as the first step in helping people improve their lifestyle through a healthier diet. We define "functional food" as a food that based on its ingredients may have a positive impact on specific health issues or healthy dieting. All our products are "functional foods", 100% natural, trans fat free, kosher certified, cholesterol free, have no refined sugars, no preservatives, and no artificial colors or flavors.

### About Benefit Nutrition

Benefit Nutrition is not your everyday cereal or Food Company that you see in the markets or even the Natural Food sections. One taste and you'll become as passionate about our products as others have. If you compare our products to other brands you'll find all of ours are truly "functional" foods with simple ingredients you can pronounce and that have been proven to have a positive impact on your health. Our products can help you feel your best as they have for countless others. Don't just take our word for it; check out the amazing Customer Testimonials to see how others have benefited from our "functional" foods.

It all started in 1996 when we began Benefit Nutrition® on a personal quest for a delicious, nutritious and "functional", high-protein breakfast food. After years of research and the input of food technologists and sports nutritionists we finally created Protein Plus® Cereal, the highest protein cereal available that was also delicious. We began by making small batches in bags for ourselves, friends and family as well as selling bags to bodybuilders and fitness enthusiast working-out on the beach at world famous Venice Beach, CA.

We were soon overwhelmed by requests from gyms and sporting good stores. Word spread quickly among fitness trainers, nutritionists and diet centers about the benefits of delicious and crunchy Protein Plus cereal. The "functional" benefits include: muscle recovery after a work-out, cholesterol improving attributes, satisfying and satiating snack as well as only 2-points on the Weight Watchers diet plan. By late 1996 Protein Plus® was being produced in larger quantities in new retail boxes to satisfy the growing demand of shoppers asking for Protein Plus cereal at their local supermarkets and natural food stores.

Then, in 1999, in a continued effort to create "functional" great tasting foods, Benefit Nutrition® launched Simply Fiber® Cereal as the highest 100% all natural high fiber cereal and whole grain cereal with no sugar. With 14g of fiber (56% of the RDA of fiber), no sugar, no sodium and only 4 ingredients (two types each of wheat and corn) it quickly became a favorite among those looking for a perfectly clean "functional" food that was ultra high in fiber and an excellent source of whole grains. The "functional" benefits include; cholesterol improving attributes, may help reduce the risks of some cancers, maintains regularity, satisfying satiating snack, helpful in a diet for people with diabetes as well as only 1-point on the Weight Watchers diet plan.

Today, both products are sold on the shelves of thousands of supermarkets and natural food stores throughout the

United States.

We get enormous satisfaction everyday as we receive customer emails telling us just how much they have enjoyed eating our cereals and how they have helped them to improve their diet, health and lifestyle.

To see just how "Functional" our cereals are, how passionate everyday shoppers are about them and how you too can Energize Your Breakfast and Energize Your Life, take a look at our Customer Testimonials. They are pretty extraordinary but then so are our cereals!

Enjoy!