



FOR IMMEDIATE RELEASE

**YOUR MORNING TOAST IS ABOUT TO GET A WHOLE LOT BETTER:
INTRODUCING CHOCOLATE MELT®**

Chocolate MELT Named Stevie® Gold Winner for Best New Product of the Year



(November 22, 2013) BOISE, IDAHO – MELT [Organic spreads](#), North America's first line of luscious butter improvements that are truly good for you (and made with virgin coconut oil), is pleased to announce the launch of Chocolate MELT® Organic. Chocolate MELT is made with MELT's signature creamy blend of the [healthiest organic oils](#) combined with the velvety rich tastes of organic cocoa, organic wildflower honey and organic vanilla extract.

Chocolate MELT Organic is the first chocolaty spread that is also dairy free, vanillin free, and nut free, which makes it ideal for school lunches. It is also a delightful dip for strawberries or the perfect addition to favorite recipes for brownies, cupcakes, cookies and icings. Each serving of Chocolate MELT contains just 1 gram of sugar versus the 10-gram equivalent in many hazelnut-spread alternatives.

The Stevie Awards recently honored Chocolate MELT Organic as a Gold Winner for Best New Consumer Product or Service of the Year. Stevie Awards for Women in Business are the world's top honors for female entrepreneurs, executives, employees and the organizations they lead. The 2013 awards received 1,200 entries from 18 nations and territories. Nicknamed the Stevies for the Greek word for "crowned," the awards were presented to winners during a sold-out event at the Marriott Marquis Hotel in New York City on November 8, 2013. Learn more about The Stevie Awards at www.StevieAwards.com.

"With the launch of Chocolate MELT Organic, consumers will be introduced to a luscious, better-for-you chocolate spread," explained MELT Organic CEO Meg Carlson. "We are honored that the Stevie Awards has recognized Chocolate MELT as consumer product of the year; it is a testament to how uniquely innovative and delicious our new Chocolate MELT spread is."

Chocolate MELT Organic will be available on store shelves in 13-ounce square packages early in 2014. All MELT Organic spreads have 80 calories and 9g of fat per one tablespoon serving. Each serving is a rich source of the 'good fats' with an ideal balance of Omega-6 to Omega-3 ALA

(that are optimally metabolized with virgin coconut oil), and has 425 mg of Omega-3 ALA (or 26% RDA) and Vitamin E (or 15% RDA).

Each MELT [Organic spread](#) is certified organic, non-GMO (Non-GMO Project Verified), kosher and made with Fair Trade Fair for Life certified virgin coconut oil and Rainforest Alliance certified palm fruit oil. All MELT Organic spreads are also soy free, gluten free, and completely free of trans fats. For MELT Organic spreads tips and recipes visit <http://www.meltorganic.com>.

About MELT® Organic

Say Goodbye to Butter, Say Hello to MELT! MELT® Organic is a line of luscious, [all-natural spreads](#) for butter lovers seeking a healthier alternative. Available in original, honey and new chocolate flavors, MELT Organic is made from the perfect blend of the healthiest fruit- and plant-based organic oils: virgin coconut, flaxseed, hi-oleic sunflower, palm fruit, and canola. MELT Organic spreads sizzle, drizzle, sauté, and bake just like butter, but with half the saturated fat and fewer calories. Each variety is certified organic, kosher and made with non-GMO, eco-social and fair trade ingredients, while also trans-fat free, gluten free, dairy or lactose free, and soy free. Only MELT uses Virgin Coconut Oil that is certified Fair for Life Fair Trade and Rainforest Alliance certified Palm Fruit Oil. The entire MELT Organic line is the first in North America to be Non-GMO Project Verified. The line is also the first to be sold in innovative square packages for easy storage and sustainability. . **It's Hip to Be Square!**® For more information and recipes, visit <http://www.MELTOrganic.com>, <http://www.facebook.com/MELTOrganic> or <http://www.twitter.com/MELTOrganic>.

About Prosperity Organic Foods, Inc.

Based in Boise, Idaho, Prosperity Organic Foods, Inc., the parent company of MELT Organic, provides great tasting products of superior quality through innovative uses of healthy fats and oils that allow consumers to eat better, feel better and live better. Rich & Creamy MELT® Organic, which launched in 2011, is the company's debut product. MELT®, At Last, Good Fat!®, Say Goodbye to Butter!®, Butter 2.0®, and Weight Smart® are registered trademarks of Prosperity Organic Foods, Inc. All rights reserved.

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Chocolate MELT samples and images available upon request

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