



MEDIA ADVISORY

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Nation's Largest Amaranth Foods Manufacturer and Rising Star Author of "Incredible, Edible Gluten-Free Foods for Kids" Cookbook Partner to Share Back to School Healthy Snacks Tips at Expo East.

August 15, 2003...Nu-World Amaranth, the nation's largest provider of Amaranth-based, gluten-free foods, will be at Natural Products Expo East in Washington, D.C. from **September 4 – 7**. Nu-World Amaranth's new ready-to-eat gluten-free snacks and cereals will be featured as part of the show's New Products Showcase. As part of their exhibition, Nu-World Amaranth has partnered with Sheri Sanderson, Rising Star Author of "Incredible, Edible, Gluten-Free Foods for Kids." Sheri will sign her book from 11:30 to 1 on Friday, September 5th at the Nu-World Amaranth show booth and, along with the Nu-World Amaranth Executive team, share back to school gluten-free cooking tips for kids with celiac, autism, or diabetes.

Nu-World Amaranth's Vice President, Diane Walters, and Sheri Sanderson will be available to the media for interviews on September 5th. Media interviews will be conducted throughout the day on a first-come, first-serve appointment basis.

Nu-World Amaranth, widely credited to be the matriarch of the emergent Amaranth food category, has led the innovative development, processing, and distribution of Amaranth, with new and exciting food products. The 18-year old, family-owned company – committed to putting honesty, integrity, and family values back in the workplace – supports an "extended household" of Amaranth growers, university researchers, nutritionists, and special organizations. Many people haven't heard of Amaranth – it's a gluten-free, grain alternative that has been one of the best kept food secrets for years. Just 1/2 cup of Amaranth supplies 28% of your daily requirement of protein, 55% of iron, 60% of daily fiber, and 18% of calcium. That's the kind of nutrition every growing kid needs.

"Incredible, Edible, Gluten-Free Foods for Kids" offers 150 family-tested, gluten-free recipes from breakfasts to lunchbox to snack fare that delight kids. Author Sheri Sanderson (Publisher: Woodbine House, 2002) has been a featured speaker at the Gluten Intolerance Group of North America (GIG) and the Celiac Sprue Association (CSA/USA). She is beginning work on her second book.

To arrange for an exclusive interview time, media should immediately call Kirsten Osolind at 312.804.9914 or Diane Walters at 630.369.9524. Media kits, photographs, executive bios, and product samples are available upon request.

Nu-World Amaranth is the premiere provider of high quality Amaranth-based products for Celiac, autistic, and allergenic shoppers, organic enthusiasts, and those looking to lead healthier lifestyles. The company manufactures snacks, cereals, and baking ingredients. To learn more about Nu-World Foods' products or to find a retail location, shoppers are encouraged to visit www.nuworldfamily.com. Progressive retailers or investors should contact Nu-World Amaranth at 630.369.6819.

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