

Melt Organic is a New Favorite with Green Moms!

Written by Australian Business

BOISE CITY, ID, September 15, 2013 **/24-7PressRelease/** -- In a recent sampling event 95% of the 4,407 Green Moms who participated rated Melt Organic as excellent or good, which exceeded all research norms. Nearly all moms agree that they like Melt's luscious taste, with a hint of coconut flavor, its buttery creaminess, and that it's made with healthy oils; that it's natural, organic, and certified non-GMO; and has no trans-fats. Melt Organic spreads are North America's first line of healthy butter improvements that are truly good for you and made with virgin coconut oil.

Moms were especially pleased by Melt's versatility and spreadable, creamy consistency. "The product was absolutely delicious and everyone enjoyed the creamy texture," said one mom. "We sampled it several ways: on baguettes, on sweet bagels, topping cooked broccoli, and we made grilled cheese sandwiches for the kids. Everyone was very impressed with how versatile it is."

Moms tried Melt and rated it versus healthy butter alternatives. Nearly 100% (94%) of moms said they will definitely or probably buy Melt Organic. This is higher than total norms and food norms for all eight product categories. Plus 96% of moms said they will recommend Melt to friends. Moms Meet norms represent 130 sampling events across multiple product categories. (Source: KIWI Magazine Moms Meet Members (<http://www.greenmomsmeet.com>).

Rich & Creamy Melt is a luscious butter improvement that is truly good for you. Rich & Creamy Melt sizzles, drizzles, cooks, bakes and melts just like butter, but with half the saturated fat and fewer calories. Melt Organic is made with a perfect blend of the healthiest fruit- and plant-based oils featuring Fair Trade virgin coconut oil, and non-GMO flaxseed oil. Each variety of Melt supports healthy weight when replacing other fats in your daily diet.

Rich & Creamy Melt Organic and Honey Melt Organic are sold in 13-ounce packages, with 80 calories and 9g of fat per serving. MSRP is \$4.99 for both varieties. For tips and recipes for Melt, visit <http://www.meltbutteryspread.com/> or <http://allrecipes.com> .

About Melt Say Goodbye to Butter, Say Hello to Melt! Melt Organic is a line of luscious, all-natural buttery spreads for butter lovers seeking a healthier alternative. Available in original and honey flavors, Melt 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 spreads sizzle, drizzle, saute, bake, and melt just like butter, but with half the saturated fat and fewer calories. Each variety of Melt 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

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Alliance certified Palm Fruit Oil. Both Melt and Honey Melt are the first spreads in North America to be Non-GMO Project Verified. The Melt 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.meltbutteryspread.com> , <http://www.facebook.com/meltbutteryspread> or <http://www.twitter.com/meltspread>

About Prosperity Organic Foods, Inc. Based in Boise, Idaho, Prosperity Organic Foods, Inc., the parent company of Melt, provides great tasting products of superior quality through the innovative use 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! and Butter 2.0 are registered trademarks of Prosperity Organic Foods, Inc. All rights reserved.

Melt samples and images available upon request Media Contact: Lori Meyers - BrandSoul Communications 206.915.7384 abby@brandsoulcommunications.com