

June 23, 2008

SOWDEN BROS./MORNIN' GLORY BROCHURE COPY

The brochure copy outlined below is developed with a three-panel, two-sided brochure in mind. A three-panel brochure can fit into the Mornin' Glory press kit folder and/or be mailed separately within a business #10 sized envelope.

Sowden Bros. Ranch

Mornin' Glory Organic Prunes

For over 20 years, the Sowden Bros. 350 acre certified organic crops have launched an international sensation with the success of their products—a mouthwatering and healthy combination of flavors that create the Mornin' Glory organic prune products.

Located in the heart of the Sacramento Valley, Sowden Bros. utilizes the rich valley soil and abundant water supply to create ideal growing conditions for their high quality prunes

A Great Health And Beauty Aid

Over the years, a number of studies have demonstrated that including prunes into the daily diet can:

- Increase bone health (particularly for post-menopausal women)
- Reduce LDL cholesterol
- Helps protect against some forms of cancer
- Decreases colon cancer risk factors
- Reduces the severity of conditions such as: Asthma
 Osteoarthritis
 Rheumatoid Arthritis
- Normalizes blood sugar levels
- Valuable role in the prevention and treatment of type 2 diabetes
- Natural appetite suppressant
- Four prunes a day is as good for your skin as any anti-wrinkle cream!

Mornin' Glory 100% Organic Prune Extract—“Miracle In A Jar”

international health and flavor sensation—Organic Prune Extract—offers a number of health and tasty uses:

- Two teaspoons a day of prune extract provides a generous amount of nutrients, antioxidants, fiber and other health benefits, and can slow the aging process
- •A good dietary fiber digestive aid
- A delicious topping for ice cream or shredded ice
- Baby food mixture
- As a jam/spread on toast, pancakes and waffles
- When diluted with water, the extract can make prune juice in varying degrees of flavor for babies to adults
- Excellent fat/oil substitute in baking
- Flavorful compliment to tea, coffee and salad dressings
- Kills meat bacteria and improves overall meat flavor (works as an antioxidant to prevent freezer burn in meat too)
- Improves quality of reheated food products

Superstar Fruit Achieves International Status

Plums, known by their more familiar name of “prunes,” are grown almost entirely in the U.S., with 70 percent of the world’s supply coming from California. The multiple health benefits of plums have established them as a superstar in the category of fruit. They are a rich source of fiber and contain important nutrients including potassium, vitamin C and K, and are rich in minerals including iron. They also include a compound that has high antioxidant activity. The antioxidant content of fresh plums doubles when they become prunes.

Mornin' Glory 100% Organic Prune Products

The Sowden Bros. organic Mornin' Glory prune products are featured in national and international grocery retail markets. You can also purchase products directly at www.organicprunes.com

The family of Morning Glory products includes:

100% Organic Prune Extract: Sold by the jar, prune extract is healthy and enhances the flavor of a variety of foods from tea, coffee and salad dressings to serving as a marinade to improve the flavor of meat

Natural Condition Prunes: Sold in bulk to be converted to another form. The prunes carry 18% moisture and are not processed

Whole Prunes: Re-hydrated to 24% moisture and sold with the pits still contained within fruit

Pitted Prunes: Re-hydrated to 24% moisture and sold with the pits removed from fruit

Prune Juice: A water extract of dried prunes; packed in 12 quart bottles

Moist Pack Prunes: Ready to eat, these pitted prunes are re-hydrated to 35% moisture, eliminating the need for preservatives and greatly extending product shelf life