



## Simply Native Foods: Breakfast Goes to Iceland

Introducing its first products at the Outdoor Retailer show in Salt Lake City, *Simply Native Foods* wild rice cereals are crafted for health conscious endurance athletes on the go, like George Maurer, who is fueling his fat tire bike adventure around Iceland to raise funds for cancer research at Mayo Clinic ([www.facebook.com/50AcrossIceland/](http://www.facebook.com/50AcrossIceland/)) with 20 pounds of *Simply Native* cereals.

This is no instant oatmeal. Composed of ingredients indigenous to North

America, *SNF*'s delicious and sustainable morning sustenance is based on nutrient and texture-rich, low-glycemic, gluten-free supergrain: wild rice.

Why wild rice? Founder Prescott Bergh explains, "Our family's wild foods foraging and organic farming backgrounds have given us a strong interest in promoting native food crops that have been previously overlooked—especially ones that have high nutrient profiles in terms of antioxidants, protein, and fiber. We figure out how to make them convenient for modern lifestyles. At *Simply Native Foods*, our goal is to bring to life "Ancient Foods for Modern Times™"



While most wild rice requires a long cooking time, *Simply Native Foods* has a unique, proprietary method for processing the native grain so that the cereal can be cooked in only ten minutes—workable in a morning schedule on the trail or at the office.

To complement the hearty wild rice, *SNF* blends indigenous sunflower and pumpkin seeds to boost protein, and dried blueberries and cranberries for a bit of zing along with a super antioxidant boost. Is your mouth watering yet?

*Simply Native Foods* is a family run, multi-generational business based on our organic farm in Western Wisconsin

For more information:  
Booth PV1080 at the Outdoor Retailer Show  
Attn: Prescott Bergh – 715-821-9487

### **Simply Native Foods, LLC**

N8806 600<sup>th</sup> Street  
River Falls WI 54022  
715-425-6037 office

[www.simplynativefoods.com](http://www.simplynativefoods.com)  
[info@simplynativefoods.com](mailto:info@simplynativefoods.com)

