



215 Center Street | PO Box 287 | Manawa, WI | 54949

**FOR IMMEDIATE RELEASE**  
**November 2007**

**Village Farm Kids Organic Oatmeal  
Looks to Grow Healthy Kids – and Healthy Breakfast Sales**

MANAWA, Wis. – Sturm Foods, manufacturer of convenient, good-for-you foods and beverages, has recently introduced Kids Organic Instant Oatmeal under their branded Village Farm label. By introducing this especially-for-kids segment to retailers' organic oatmeal shelves, Sturm aims to further heighten sales within the fast-growing organic category.

Village Farm Kids Organic is a USDA organic certified instant oatmeal, featuring fun, kid tested and approved, Snickerdoodle and Caramel Apple flavors. Packed with fiber and 100 percent whole grains, Kids Organic is a healthy-choice breakfast that prepares in mere minutes by simply adding hot water.

46 percent of households say they purchase organic foods because they provide many health and environmental benefits. Organic products are made from ingredients that are grown without synthetic pesticides, are free from chemical processing and use no artificial flavors or colors.

"More and more parents today are showing that they care about their family's health – along with the health of the environment – by choosing organic," says Larry Hamwey, vice president of marketing, Sturm Foods.

"Kids Organic Instant Oatmeal makes eating a nutritious breakfast fun, convenient and flavorful – helping kid's to start their day in a healthy way," adds Hamwey.

Village Farm Kids Organic Instant Oatmeal is certified by Quality Assurance International.

**About Sturm Foods:**

Now in its 101<sup>st</sup> year of doing business, Sturm Foods is a global manufacturer specializing in quickly bringing to market innovative, nutritious, "good-for-you" food products that help consumers to enjoy healthier lives. The company, headquartered in Manawa, Wis., produces healthful drink mixes and sticks, instant oatmeal and hot cereals, and a line of organic and natural foods. For more information, visit the Sturm Foods website at [www.sturmfoods.com](http://www.sturmfoods.com).

###

**MEDIA CONTACTS:**

Dana Kohlbeck  
Coalesce Marketing & Design, Inc.  
Phone: 920.380.4444  
Email: [dana@coalescemarketing.com](mailto:dana@coalescemarketing.com)