Smart Balance Announces Transition to Non-GMO Products

BOULDER, Colo. (Smart Balance) — Smart Balance, a pioneering leader in great tasting, heart healthier spreads, today announced that it is transitioning its flagship line of buttery spreads to non-GMO [1].

Following an extensive revamp of ingredients sourcing and manufacturing processes, Smart Balance® buttery spreads landing on some store shelves beginning this month will be non-GMO, delivering the same creamy, buttery taste and nutritional benefits with no increase in price to our customers. A full retail conversion to non-GMO Smart Balance spreads is expected by early summer.

“Consumers are communicating strong desire for more transparency in their food ingredients, and that is leading to a growing demand for non-GMO products,” said Stephen Hughes, chairman and CEO, of Boulder Brands, parent company to the Smart Balance Brand. “Consumers favor healthier, less processed foods with simpler ingredients. They think what we put in our food matters, and frankly, the same applies to what we leave out. We hear this echoed over and over by our consumers and we are committed to moving in this direction.”

Non-GMO Smart Balance is made from expeller-pressed oils from non-GMO seeds. In addition, manufacturing facilities and production processes have been enhanced to reduce risk of contact with GMO-containing ingredients. The new product will bear a prominent “non-GMO” label and pledge, pointing consumers to additional product facts and information at www.SmartBalance.com/nonGMO [2]

Key to the conversion is the pledge that 100 percent of the ingredients sourced for the leading Smart Balance buttery spreads are non-GMO. Launched in 1997 Smart Balance was the first spread to eliminate partially hydrogenated oils, a major source of trans fat, which the FDA recently declared unsafe and has proposed banning from U.S. food products. Smart Balance uses a unique blend of oils in its spreads that are clinically proven to help balance cholesterol ratios as part of the Smart Balance Food Plan.

Smart Balance produces millions of tubs of spread each year and the move to non-GMO ingredients will result in the conversion of more than 20 million pounds of oils to non-GMO. The company’s focus on responsibility and innovation also extends to its packaging, including the recent launch of the industry’s first space-saving square tubs to improve store shelf efficiency and free up refrigerated shelf and warehouse space – leading to an 18 percent reduction in greenhouse gas emissions.

Smart Balance® Natural Peanut Butter is already made using only non-GMO ingredients and Smart Balance is evaluating opportunities to convert other products to non-GMO, including its mayonnaise dressing, cooking spray, and cooking oils.

"Our move to non-GMO is another important step in the Boulder Brands commitment to provide innovative, more transparent, healthier food alternatives," Hughes said. "Our goal is to work closely with industry leading partners to identify the resources and time required to convert our entire Smart Balance product line to non-GMO. This is the start of a journey, and we're committed to seeing this through. We appreciate the trust consumers place in us to help enable more informed choices about the food they serve their families."

About Smart Balance
The Smart Balance brand provides superior tasting, heart healthier alternatives in many product categories by avoiding trans fats naturally, balancing fats and/or reducing saturated fats, and, in many instances, adding beneficial ingredients that people may be missing in their diets. Products include Smart Balance® Buttery Spreads, Sticks, Milks, Peanut Butter, Cooking Oil, Light Mayonnaise Dressing, Non---Stick Cooking Spray, and Microwave Popcorn. For more information about Smart Balance products and the Smart Balance™ Food Plan, please visit www.smartbalance.com *[3].*

Smart Balance is part of Boulder Brands, Inc. (NasdaqGM: BDBD), which is committed to offering food solutions that give consumers opportunities to improve their lives – one product at a time. The company's health and wellness platform consists of brands that target specific health trends: the Glutino® and Udi's Gluten Free® brands for gluten-free diets; the Earth Balance® brand for plant-based diets; the Level Life™ brand for diabetes-friendly diets, EVOL foods for consumers seeking simple and pure ingredients; and the Smart Balance® brand for heart healthier diets. For more information about Boulder Brands, Inc., please visit www.boulderbrands.com *[4].*

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