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LETTER FROM ANNIE'S



Annie's is particularly excited to share this season's newsletter with you. Sure, it's harvest time, which is enough to inspire any foodie. And yes, Halloween is right around the corner. But most newsworthy from Annie's Homegrown this fall, other than our homemade Bernie the Rabbit Halloween costumes, are a number of great new products.

The new lineup includes something for everyone in the family - from a savory new Organic

Cheddar Snack Mix and two more nutritious Mac & Cheese varieties moms and dads will love, to convenient new Bunny Graham Snack Packs, perfect for kids' lunches and after school snacks.

On the cause-related front, the deadline for Annie's Sustainable Agriculture Scholarship applications is October 31. Students pursuing studies in sustainable and/or organic agriculture are encouraged to apply online.

For more news, updates and even the occasional bunny joke, follow us on Twitter or join us on Facebook. Connect by clicking on the icons to the right, or share Annie's news on your own social networks by clicking below each news update.

Bye for now,

Your friends at Annie's



NEW ORGANIC CHEDDAR SNACK MIX

Annie's is expanding our offering of convenient snacks with Organic Cheddar Snack Mix Bunnies, a cheesy new twist to our popular snack mix. A crunchy combination of bunny-shaped pretzels and crackers, all lightly seasoned with real Organic Valley cheddar cheese, this delicious, certified-organic snack mix is now available for a SRP of \$4.99. All new



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HALLOWEEN TREATS: BUNNY FRUIT SNACKS



Skip the sugary treats this Halloween and give the kids Organic Bunny Fruit Snacks from Annie's. Available in easy-to-hand-out individual packages in Tropical Treat, Berry Patch, Sunny Citrus and Summer Strawberry flavors, these convenient snacks are made with real fruit juices and USDA certified organic ingredients. Organic Bunny Fruit Snacks (SRP \$4.99) are vegan, gelatin free and provide 100 percent of the recommended daily Vitamin C, more than we can say for those chocolate bars. Each box contains five, 0.8 oz pouches.

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Annie's products are available at Whole Foods stores nationwide or online at Annie's Web store, and will be more widely available in December.

For high-resolution photos, click on the product images to the left.

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NEW BUNNY GRAHAM SNACK PACKS

Annie's Honey and Friends Bunny Grahams are now available in convenient 1 oz Snack Packs. The new Snack Packs are made with healthy whole grains, and join Annie's popular Cheddar Bunnies Snack Packs, which now feature redesigned packaging with a zip flap box that allows for easy access. All Snack Packs are available with six 1 oz packs per carton for a SRP of \$4.99.

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NEW ORGANIC 5-GRAIN, LOWER SODIUM MAC & CHEESE VARIETIES

Annie's is packing more healthy whole grains and nutrients into new Annie's Organic 5-Grain Elbows & White Cheddar, (SRP \$2.49) featuring a macaroni made with amaranth, quinoa, kamut, spelt and durum. Each serving offers 8 grams of heart-healthy whole grains. Also new is Lower Sodium Mac & Cheese (SRP \$2.09), with 25 percent less sodium than leading brands.

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RECIPE FROM ANNIE'S

Green Eyed Monsters on a Rock

1 box Annie's Original Shells & White Cheddar or Shells & Aged Cheddar
¼ cup low-fat milk
2 tbsp. soft butter
1 cup frozen petite green peas
4 lean-ground organic hamburger patties or veggie burgers

1. Prepare pasta according to package directions; when almost done, add peas to pot.
2. Drain together, return to pot, and add butter to melt over low heat.
3. Whisk contents of cheese packet thoroughly with milk, and pour sauce mixture into pasta. Mix together, cover, and remove from heat.
4. Grill burger patties. Plate these patties ('rocks') and spoon shells and peas on top.

The peas (little 'eyes') fall into the shells and you're ready to serve Green-Eyed Monsters on a Rock!

Servings: 4

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