

## **Butter Lovers Rejoice!**

### **MELT Organic Butter Substitute is Truly Good For You**

*MELT Organic's Perfect Blend™ is made from the [healthiest oils](#)*

**(January 31, 2014) BOISE, IDAHO** – MELT Organic [butter substitute](#) is North America's first line of luscious butter improvements that are truly good for you. Each variety of MELT® Organic features the [Perfect Blend™](#) of the [healthiest oils](#) that have been carefully chosen to be good tasting and good for you. Unlike other [butter substitutes](#) which typically contain 'soon to be banned' trans fats and other artificial ingredients, MELT Spreads are trans fat free, contain no artificial flavors or colors, and are also soy free, gluten free and lactose free.

MELT Organic's Perfect Blend of [healthy oils](#) supports healthy weight, thyroid function and metabolism, gastro-intestinal health, optimal nutrient absorption, and heart health. Margarine and virtually all other [butter substitutes](#) that contain either hydrogenated or partially hydrogenated oils have been linked to obesity, heart disease, diabetes type II and other deadly illnesses.

MELT Organic CEO, Meg Carlson, explains, "Each serving of MELT Organic is an excellent source of Medium Chain Fatty Acids (MCFAs), or 'good fats', that our bodies burn as energy instead of storing as fat. MCFAs are readily utilized by the liver, which leads to greater energy expenditure and enhancement of thermogenesis. The highest levels of MCFAs are found in coconut and palm fruit oils, the featured oils in MELT's Perfect Blend."

MELT is now available in more than 5,400 stores in North America. Rich & Creamy MELT Organic, Honey MELT Organic and Chocolate MELT Organic are sold in 13-ounce packages, with 80 calories and 9g of fat per serving. MSRP is \$4.99 for all varieties. Visit [MELT Organic](#) for tips and recipes for baking healthy treats with MELT Organic Spreads.

#### **About MELT® Organic**

**Say Goodbye to Butter, Say Hello to MELT!®** MELT® Organic is a line of luscious, all-natural spreads for butter lovers seeking a healthier alternative. Available in original, honey and new chocolate flavors, MELT Organic is made from the perfect blend of the healthiest fruit- and plant-based organic oils: virgin coconut, flaxseed, hi-oleic sunflower, palm fruit, and canola. MELT Organic spreads sizzle, drizzle, sauté, and bake just like butter, but with half the saturated fat and fewer calories. Each variety is certified organic, kosher and made with non-GMO, eco-social and fair trade ingredients, while also trans-fat free, gluten free, dairy or lactose free, and soy free. Only MELT uses [Virgin Coconut Oil](#) that is certified Fair for Life Fair Trade and Rainforest Alliance certified Palm Fruit Oil. The entire MELT Organic line is the first in North America to be Non-GMO Project Verified. The line is also the first to be sold in innovative square packages for easy storage and sustainability . . . **It's Hip to Be Square!®** For more information and recipes, visit <http://www.MELTOrganic.com>, <http://www.facebook.com/MELTOrganic> or <http://www.twitter.com/MELTOrganic>.

**About Prosperity Organic Foods, Inc.**

Based in Boise, Idaho, Prosperity Organic Foods, Inc., the parent company of MELT Organic, provides great tasting products of superior quality through innovative uses of [healthy fats and oils](#) that allow consumers to eat better, feel better and live better. Rich & Creamy MELT<sup>®</sup> Organic, which launched in 2011, is the company's debut product. MELT<sup>®</sup>, At Last, Good Fat!<sup>®</sup>, Say Goodbye to Butter!<sup>®</sup>, Butter 2.0<sup>®</sup>, and Weight Smart<sup>®</sup> are registered trademarks of Prosperity Organic Foods, Inc. All rights reserved.

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