

Melt[®] Organic [Butter Substitute](#) Expanding to More Winn-Dixie and Jewel Supermarkets

Organic [Virgin Coconut Oil](#) based [butter substitute](#) to be on shelf in more than 300 additional locations

(November 1, 2013) BOISE, IDAHO – Melt Organic [butter substitute](#) has reached agreements with Winn-Dixie and Jewel Supermarkets that will bring their organic [virgin coconut oil](#) based spreads to more than 300 additional locations. This comes as excellent news to consumers seeking a delicious and healthy [butter substitute](#).

“Our distribution has grown exponentially in 2013.” says Melt Organic CEO, Meg Carlson. “We get requests on a daily basis from our consumer seeking Melt Organic [butter substitute](#) in more convenient locations. The news that we’ve further expanded distribution to 300 additional conveniently located Winn-Dixie and Jewel Supermarkets has been warmly received.”

Melt Organic spreads are highly sought after by butter lover’s seeking healthier alternatives because [virgin coconut oil](#) has a lightly sweet flavor and similar smoke point to butter. So Melt Organic spreads sizzle, drizzle, spread, cook, melt and bake just like butter, but with half the saturated fat and few calories. Melt Organic’s delicious and healthy [butter substitute](#), is made from the [Perfect Blend](#)[™] of healthy oils featuring [virgin coconut oil](#) – a stable, healthful, saturated fat and a rich, fruit-based source of medium chain fatty acids (MCFAs) – smoothly blended with flaxseed, hi-oleic sunflower, palm fruit and canola oils.

Melt is now available in more than 4,500 stores in North America. Rich & Creamy Melt Organic and Honey 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 Buttery Spread](#) for tips and recipes for [baking healthy](#) treats with Melt Organic Spreads.

About Melt[®]

Say Goodbye to Butter, Say Hello to Melt![®] Melt[®] Organic is a line of luscious, all-natural buttery spreads for butter lovers seeking a healthier alternative. Available in original, honey and NEW chocolate flavors, Melt 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 spreads sizzle, drizzle, sauté, bake, and melt just like butter, but with half the saturated fat and fewer calories. Each variety of Melt is certified organic, kosher and made with non-GMO, eco-social and fair trade ingredients, while also being 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. Melt Organic is the first line of organic spreads in North America to be Non-GMO Project Verified. The Melt 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.meltbutteryspread.com>, <http://www.facebook.com/meltbutteryspread> or <http://www.twitter.com/meltspread>.

About Prosperity Organic Foods, Inc.

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

#####

Melt samples and images available upon request

Media Contact:

Abby Calvo

BrandSoul Communications

206.605.2976

abby@brandsoulcommunications.com