

AWARD-WINNING GREEN MOUNTAINS NATURAL ORGANICS, INC. ANNOUNCES INTERNATIONAL EXPANSION AND NEW PRODUCT LINE

For Immediate Release

(Putney, Vermont, October 14, 2022) – Green Mountains Natural Organics, Inc. (GMNO), the fastest growing natural organic food producer and direct sales company in North America, announced today plans to expand its product line by 50% and plans to enter the European marketplace in Italy, Germany and France. GMNO develops, produces and sells a line of natural, organic food products through direct selling, utilizing an independent sales force of up to 46,000 people in the U.S. and Canada. GMNO has been in business for 10 years and currently has a product line of 34 organic spice mixes, as well as other food items including honey, dried fruits, sauces, gluten-free pastas and nuts. The product expansion will consist of 17 new products including additions to both their spice mixes and dried fruits, as well as an additional category of “power seeds,” like pumpkin and acai seeds. GMNO added a nutritional supplement line consisting of 10 gel-based products including vitamins, minerals, and other health-related products. Waldroff explained, “These gels absorb into the body more easily than vitamin pills, working more efficiently than competing brands.” The company developed this product line this past year based on customers' interests and requests.

Founder and CEO, Calissta Waldroff, said, “We’ve been considering the European market for a while. It’s a perfect fit for us, as Europeans really care about natural foods. Now is a perfect time – I’m really energized! This new product line and international expansion are the tip of the iceberg for what this company has to offer. We’ll keep testing new products to ensure we meet the needs of our European customers. With the help of our outstanding sales team, we’ve been announced as the fastest growing direct selling organic brand in North America. My dream is to make us the biggest in the world, which I think we can accomplish within five years. We’re setting our goals high.”

Waldroff has named Lester Stetson senior vice president for international business to help with the company's growth. Stetson spent the previous six years with Market Street Foods Inc., a worldwide natural food grocery chain, as the company's vice president for operations. GMNO has also hired country managers in Italy, Germany, and France to establish the local business. Waldroff noted, “the country managers we hired know these markets really well.”

One of Waldroff’s goals is to educate consumers on good quality organic foods. “Most people are uninformed about organic foods, but I think we can get them to a good place of understanding.” Waldroff herself learned about natural products growing up on her parents’ organic farm. She wrote a book about healthy eating, called Take Care of Yourself. “We want our customers to understand the value of a true organic product versus one that is just labeled organic, Waldroff said.” At Green Mountains Natural Organics, they guarantee that every product is organic. Waldroff directly sources everything herself, through her contacts with food producers around the world. GMNO’s products have won 15 awards in various North American health food competitions. Waldroff chooses all of the products in her line personally. She mixes her own spice blends and oversees every aspect of the process to ensure that the quality is up to her standards.

GMNO was recently notified that the company has received three awards: the Medal of Excellence from the Natural Foods Association, the Gold Medal from Parents Magazine, and the Direct Selling Association’s “Fastest-Growing Direct Seller Award” for 2021.

GMNO will be holding its annual sales event on October 15 in the Boston Convention Center in Boston, Massachusetts. Here, Waldroff will be releasing further details on the expansion plans. The convention is expected to host approximately 18,000 sellers. The company will be handing out discount coupons on products and mugs with the GMNO logo. A panel of surprise guests from the Discovery Plus series “Star

Chef' will be present. Waldroff will also hold a book signing for her most recent book, The Joys of Organics. Copies of the book will be on sale at the signing. She said, "I can't wait. This is the most people we've ever had at one of our conventions. It'll be great to discuss our expansion and the new products with our sellers. I'm really feeling good about GMNO and our future."

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ABOUT GREEN MOUNTAINS NATURAL ORGANICS

Green Mountains Natural Organics is the fastest growing natural organic food producer and direct sales company in North America, valued on its direct sales. This award-winning company produces and sells a variety of organic foods, spices, sauces, and is now introducing new lines of supplements. GMNO sells directly to customers around North America, with a sales force of more than 46,000 persons in the U.S. and Canada. Author and CEO Calissta Waldroff founded the company in 2012 headquartered in Putney, Vermont.

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Tweets

Today, we are proud to announce our company's expansion. Green Mountains Natural Organics has grown, building a new product line and entering the European marketplace. Thank you, everyone, for your support.

We have been faced with the incredible opportunity to welcome Lester Stetson to our company as senior vice president for international business.

I am delighted to announce that GMNO has been rewarded the Medal of Excellence from the Natural Foods Association, the Gold Medal from Parents Magazine, and the Direct Selling Association's "Fastest-Growing Direct Seller Award" for 2021. We will continue to set our goals high.

Mark your calendars for our annual sales convention on October 15 in the Boston Convention Center! We will be featuring special guests, company announcements, prizes, and book signings. We hope to see you there.

We are expanding our product line by 50%! Make sure to join us at our annual sales convention to learn more.

Supporting Materials

I would use a media-kit as my supporting material. In this I would include a short bio of the CEO, a list of the new products, a company bio, and a map highlighting where Green Mountains Natural Organics has expanded. I think the most important part of this would be to make it pleasing to match the companies aesthetic and values, and include one of the new supplements from the line, with a card explaining the health benefits.