



Putting
SIMPLE
within
reach.®





FALL 2019

easy, honest,
AFFORDABLE

Natural and organic? Always. High standards? Every time. Affordable? Of course! **Simple Truth®** and **Simple Truth Organic®** products are made for real life. For real budgets. For you. They're created with the best stuff possible at the best price possible. And speaking of price, check out the special savings inside picked for you. Plus, find some tips and behind-the-scenes stories to help you enjoy our brand even more.

For recipes and more, visit us at

SimpleTruth.com

Please check your store for product availability.

tips &
inspiration



FALL feast

Smoky and flavorful, **Simple Truth™**
Polish Pork Kielbasa comes
from humanely raised animals,
with no added hormones
and no antibiotics ever.





.....
**Serve browned
kielbasa
with roasted
Simple Truth
Organic™ Gold
Potatoes, roasted
peppers and a
salad to round
out a perfect
autumn meal.**
.....

product
feature



FRUIT forward

Made with only three deliciously simple ingredients, **Simple Truth Organic™** Fruit Syrups are crafted responsibly and sustainably with Fair Trade Certified™ sugar.



.....
**Add fruity flavor
to Simple Truth
Gluten Free
Waffles, as well
as desserts and
cocktails.**
.....

product
feature



HEART- HEALTHY

alternative

Simple Truth Organic™ Avocado Oil is rich in heart-healthy fats. And it can withstand high temperatures, so it's perfect for roasting, sautéing and grilling.



.....
Drizzle over your favorite veggies before roasting to give them buttery flavor with a hint of nuttiness.
.....



As a thank you for shopping our brand, enjoy these special savings picked for you. We hope they help you pick up more of your favorites for less — and maybe discover something new to love. To learn more about the brand and our full line of products throughout the store, visit

SimpleTruth.com





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Cincinnati, OH 45202

**Proud of what's
NOT
in our food.®**

SimpleTruth.com



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