



For more information:

Kelly Evans

BeetNPath, LLC

607-323-1BNP (1267)

ke@beetnpath.com

BeetNPath® Launches Raspplle Berry PrOATs™ and Sweet Cinnamon PrOATs™, two new vegan additions to the Steel Cut Oat Power Meal product line

ITHACA, NY. February 28, 2011 – BeetNPath® announces the launch of our two newest steel cut oat PrOATs products, Raspplle Berry and Sweet Cinnamon; two new vegan products that further build a food brand that signifies fresh, healthy and local meal solutions that are microwaveable and ready to eat.

BeetNPath's Raspplle Berry PrOATs is made using 100% Real Raspberry Apple Fruit Juice that comes from a local orchard in Geneva, NY, water, organic steel cut oats, organic flax seeds and Appleboost: dried apple peel powder, also known as DAPP. Appleboost provides the health benefit of the antioxidant equivalent of 1250mg of Vitamin C. In addition, Raspplle Berry PrOATs has 7g of protein, 8g of fiber and fewer than 300 calories per serving.

Sweet Cinnamon PrOATs™ is made from water, organic steel cut oats, organic flax seeds, Appleboost, cinnamon, and brown sugar. In addition to a sweet and comforting taste, Sweet Cinnamon PrOATs nutritionally provides 12g of protein and 11g of fiber, as well as the antioxidant equivalent of 1250mg of Vitamin C.

"We developed these two new products with the vegan in mind. There are few vegan choices in the market that are convenient, affordable and taste good until now," said Jeannine Sacco, BeetNPath President. Both of these new products are manufactured with ingredients that meet the expectation of those adhering to a vegan diet.

About BeetNPath

BeetNPath is a farm to fork food producer offering people healthy and convenient food options that address demands of active and nutritionally aware people at universities, colleges and other institutions. BeetNPath works to develop foods that assist people in developing a well-balanced approach to food, diet and fitness while sharing insight on benefits associated with foods that are locally produced, minimally processed and based on fresh ingredients. For more information on our company, tenets, and products, please visit www.beetnpath.com or email us at bnp@beetnpath.com.