

Screenshots of Newman's Own Organics website, www.newmansownorganics.com, on April 21, 2010

Chocolate Cups:

Note the claim that organic peanut butter is used, and the ingredients list on the right with conventional peanut butter. Also note the use of the USDA Organic seal on this webpage, when Chocolate Cups do not qualify for the seal.

The screenshot shows the Newman's Own Organics website interface. The header includes the brand name and tagline "THE SECOND GENERATION". A navigation menu on the left lists various categories like Home, Good Food, and Pet Food. The main content area features a "GOOD FOOD" banner and a section for "Chocolate Cups".

Chocolate Cups

We made some changes to our cups when we upgraded the quality of our chocolate. Besides a whole new look for the package, we modified the recipe for the centers to compliment our new chocolate. When organic peanut butter meets organic chocolate the results are Newman's Own Organics Peanut Butter Cups. Nell Newman, a confirmed chocoholic, can't go too long without dreaming up uses for the company's luscious, new organic chocolate. The peanut butter cups with three cups per 1.2 ounce package come in two varieties, Dark Chocolate and Milk Chocolate, which carry Rainforest Alliance Certification. There is also a rich Caramel cup in both Dark Chocolate and Milk Chocolate and a delicious Dark Chocolate Peppermint Cup rounding out the selection.

"I couldn't resist recreating a favorite childhood treat. Our cups have a wonderfully creamy, melt-in-your-mouth texture," says Nell. We focus on the kinds of products we loved as kids. We take them one step further by using the highest quality of available organic ingredients.

The browser window on the right displays the "PRODUCT FACTS" for "CHOCOLATE CUPS".

CHOCOLATE CUPS

Varieties: Milk Chocolate Peanut Butter, Dark Chocolate Peanut Butter, Dark Chocolate Peppermint, Milk Chocolate Caramel and Dark Chocolate Caramel Cups

Size: Three cups in 1.2 oz. package

Ingredients:

- **Milk Chocolate Peanut Butter Cups:** Organic Milk Chocolate (Organic Evaporated Cane Juice, Organic Cocoa Butter*, Organic Whole Milk Powder, Organic Chocolate Liquor*, Organic Soy Lecithin [an emulsifier], Organic Vanilla), Creamy Peanut Butter, Organic Yogurt Coating (Organic Sugar [evaporated cane juice] Organic Palm Kernel Oil, Organic Nonfat Yogurt [Milk], Lactic Acid, Organic Soy Lecithin[an emulsifier], Salt and Organic Vanilla), Palm Kernel Oil, Peanut Flour, Salt.
- **Dark Chocolate Peanut Butter Cups:** Organic Dark Chocolate (Organic Evaporated Cane Juice, Organic Chocolate Liquor*, Organic Cocoa Butter*, Organic Soy Lecithin [an emulsifier], Organic Vanilla), Creamy Peanut Butter, Organic Yogurt Coating (Organic Sugar [evaporated cane juice] Organic Palm Kernel Oil, Organic Nonfat Yogurt [Milk], Lactic Acid, Organic Soy Lecithin[an emulsifier], Salt and Organic Vanilla), Palm Kernel Oil, Peanut Flour, Salt.
- **Dark Chocolate Peppermint Cups:** Organic Dark Chocolate

- FAQs
- Trade Artwork File
- Coupons

our new chocolate. When organic peanut butter meets organic chocolate the results are Newman's Own Organics Peanut Butter Cups. Nell Newman, a confirmed chocoholic, can't go too long without dreaming up uses for the company's luscious, new organic chocolate. The peanut butter cups with three cups per 1.2 ounce package come in two varieties, Dark Chocolate and Milk Chocolate, which carry Rainforest Alliance Certification. There is also a rich Caramel cup in both Dark Chocolate and Milk Chocolate and a delicious Dark Chocolate Peppermint Cup rounding out the selection.



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Newman's Own Organics has made a commitment with the launch of our new chocolate bars and cups to pay a premium above and beyond the current market price for Certified Organic Cocoa Beans that is tied to the Fair Trade market price of Organic Cocoa Beans.



www.usda.gov www.rainforest-alliance.org

The USDA Organic Seal assures that at least 95% of the ingredients are organically certified.

Hermits:

Note the claim that organic raisins are used in the text, and the inclusion of non-organic raisin paste in the ingredients list on the right:

NEWMAN'S OWN ORGANICS
THE SECOND GENERATION

Home
Good Food
Nell's Corner
What's organic
Facts About Us
Talk to Us
Retailers & Stores
Pet Food
FAQs
Trade Artwork File
Coupons

GOOD FOOD

Hermits

Newman's Own Organics has added Hermits, an old-fashioned soft cookie, to its popular cookie line. The cookies are available in three flavors: *Original, Cinnamon, and Ginger.*

The 9 oz. package with the familiar Nell and "Pa" Newman logo contain twelve cookies.

"Hermits were a family favorite when I was growing up," says Nell Newman, co-founder and president of the company. "Our recipe, which is based on one we used to make at home, is filled with **our delicious organic raisins** and sweetened with organic molasses. These spicy, chewy cookies are said to have originated in Colonial New England. One theory is that hermits were named for their long keeping qualities—better when hidden away like a hermit for several days. I doubt if these will last long enough to hide."

[CLICK HERE FOR INGREDIENTS](#)

Good Food | Nell's Corner | What's Organic? | Facts About Us | Talk to us | Retailers & Stores

Orlando Web Design by WebSolvers, Inc.

NEWMAN'S OWN ORGANICS--- PRODUCT FACT ...

http://www.newmansownorganics.com/funfacts14.htm

HERMITS

Varieties: Three cookie varieties are available in nine-ounce packages: *Original, Cinnamon, and Ginger.*

Ingredients:

Original:
Organic Unbleached Wheat Flour, Organic Raisins, Organic Molasses, Organic Sugar, Organic Palm Fruit Oil, Oats, Organic Figs, Raisin Paste, Spices, Leavening (Baking Soda, Monocalcium Phosphate), Salt, Rice Bran Extract.

Cinnamon:
Organic Unbleached Wheat Flour, Organic Raisins, Organic Molasses, Organic Sugar, Organic Palm Fruit Oil, Oats, Organic Figs, Raisin Paste, Cinnamon and other Spices, Leavening (Baking Soda, Monocalcium Phosphate), Salt, Rice Bran Extract.

Ginger:
Organic Unbleached Wheat Flour, Organic Raisins, Organic Molasses, Organic Sugar, Organic Palm Fruit Oil, Oats, Organic Figs, Raisin Paste, Leavening (baking soda, monocalcium phosphate), Ginger and other Spices, Salt, Rice Bran Extract.

Nutritional Facts:
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