

ESTTA Tracking number: **ESTTA449653**

Filing date: **01/05/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Bob's Red Mill Natural Foods, Inc.		
Entity	Corporation	Citizenship	United States of America
Address	13521 SE Pheasant Court Milwaukie, OR 97222 UNITED STATES		

Attorney information	Dallas Thomsen Sussman Shank LLP 1000 SW Broadway, Suite 1400 Portland, OR 97205 UNITED STATES dallas@sussmanshank.com Phone:503-227-1111		
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Applicant Information

Application No	85363410	Publication date	12/06/2011
Opposition Filing Date	01/05/2012	Opposition Period Ends	01/05/2012
Applicant	TruHealth, LLC 6429 Goodrich Ave St. Louis Park, MN 55426 UNITED STATES		

Goods/Services Affected by Opposition

Class 005. All goods and services in the class are opposed, namely: Biscuits, bread, bread rolls, cakes, cereal products, confectionery, crackers, noodles, fish sauce, relish, sauces, cereal-based snack-foods and prepared dietary items that are gluten-free to accommodate special medical and health conditions; Dietetic foods adapted for medical use; Food for medically restricted diets; Gluten-free food to accommodate special medical and health conditions; Processed food adapted for medical purposes; Protein reduced and gluten free food for medical purposes
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3185303	Application Date	06/27/2005
Registration Date	12/19/2006	Foreign Priority Date	NONE

Word Mark	TO YOUR GOOD HEALTH.
Design Mark	To Your Good Health
Description of Mark	NONE
Goods/Services	<p>Class 029. First use: First Use: 1979/06/30 First Use In Commerce: 1979/06/30 Textured vegetable protein for use as a meat extender, soy protein for use as a food additive, soup mixes, soup flavoring mixes, dried eggs, milk powders, milk proteins, whey, processed edible seeds and potato crisps</p> <p>Class 030. First use: First Use: 1979/06/30 First Use In Commerce: 1979/06/30 Flour, bran, processed herbs, spices, grits, bulgur wheat, kasha, rice, tapioca, carob powder, wheat germ, gluten, edible flax seed meal, processed granola cereals, muffin mixes, baking mixes, processed grain, biscuit mixes, cookie mixes, waffle mix, pancake mix, bread mix, breakfast cereal, cornmeal, polenta, couscous, processed oats, food starch, baking powder, baking soda, salt, cooking salt, popcorn, unpopped popcorn, yeast, rolled oats, processed grains, food additives for non-nutritional purposes for use as a flavoring, ingredient or filler</p> <p>Class 031. First use: First Use: 1979/06/30 First Use In Commerce: 1979/06/30 Raw plant seeds, unprocessed grain, raw oats and raw wheat</p>

U.S. Application/Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	TO YOUR GOOD HEALTH in new Class 005		
Goods/Services	<p>Textured vegetable protein for use as a meat extender or meat substitute; organic and non-organic soy protein powder for use as a food additive; soy lecithin granules; xanthan gum; guar gum; hemp protein powder; stone-ground flours from beans, lentils, roots and tubers, namely, almond flour, black bean flour, white bean flour, fava bean flour, garbanzo bean flour, garbanzo fava flour, green pea flour, hazelnut flour, organic coconut flour, tapioca flour, potato flour, organic amaranth flour; organic and non-organic corn flour, masa harina flour, millet flour, oat flour, organic quinoa flour, organic and non-organic brown rice flour, organic and non-organic white rice flour, sweet white rice flour; sorghum flour, teff flour and all purpose baking flour; bran, namely, rice bran, soy grits; organic and non-organic buckwheat toasted kasha; seed meal, namely, almond meal, organic and non-organic flaxseed meal, organic and non-organic golden flaxseed meal, medium grind cornmeal, hazelnut meal and millet meal; mixes for bakery goods, namely, cinnamon raisin bread mix, cornbread mix, hearty whole grain bread mix, homemade wonderful bread mix, biscuit mix, brownie mix, chocolate cake mix, vanilla cake mix, chocolate chip cookie mix, shortbread cookie mix; pancake and waffle mix, pizza crust mix; cereals, namely, organic and non-organic brown rice farina cereal, mighty tasty hot cereal and organic creamy buckwheat cereal; corn grits/polenta; millet grits; steel cut oats; quick rolled oats; rolled oats; grains, namely sorghum grain, organic amaranth grain, organic quinoa grain; whole grain teff; starches, namely, arrowroot starch, potato starch and corn starch; baking powder; baking soda; active dry yeast; nutritional large flake yeast; raw seeds, namely, organic and non-organic flaxseeds, organic and</p>		

	non-organic golden flaxseeds, hemp seeds and teff seeds; raw whole grains for use in food preparation, namely, organic and non-organic buckwheat berries, organic buckwheat groats and millet; all gluten free to accommodate special medical and health conditions. Gluten-free food to accommodate special medical and health conditions.
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Attachments	76641699#TMSN.gif (1 page)(bytes) Notice of Opposition Final with Exhibits.pdf (27 pages)(3216325 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Dallas Thomsen/
Name	Dallas Thomsen
Date	01/05/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Bob's Red Mill Natural Foods, Inc.,)	Opposition No. _____
)	
Opposer,)	Mark: "STAY TRU TO YOUR
)	HEALTH"
v.)	Serial No.: 85/363,410
)	Published: December 6, 2011
TruHealth, LLC)	
)	
Applicant.)	

NOTICE OF OPPOSITION

Opposer Bob's Red Mill Natural Foods, Inc., an Oregon corporation having its principal place of business at 13521 SE Pheasant Court, Milwaukie, OR 97222, believes that it will be damaged by registration of the mark "STAY TRU TO YOUR HEALTH" ("Applicant's Mark"), in connection with the goods listed in Application Serial No. 85/363,410 (the "Application"), filed by TruHealth, LLC, a Minnesota limited liability company doing business at 6429 Goodrich Avenue, St. Louis Park, MN 55426. Opposer hereby opposes the Application. All goods and services in the class are opposed.

DISCUSSION

The grounds for opposition are as follows:

1. Applicant's mark is opposed because of likelihood of confusion under Trademark Act Section 2(d), 15 U.S.C. §1052(d); and TMEP §§1207.01 *et seq.*
2. Mark cited by Opposer as basis for Opposition:
 - (a) **Mark:** To Your Good Health®

US Registration No.: 76641699

Application Date: 06/27/2005

Registration Date: 12/19/2006

Goods/Services: IC 029. US 046. G & S: Textured vegetable protein for use as a meat extender, soy protein for use as a food additive, soup mixes, soup flavoring mixes, dried eggs, milk powders, milk proteins, whey, processed edible seeds and potato crisps. FIRST USE: 19790630. FIRST USE IN COMMERCE: 19790630

IC 030. US 046. G & S: Flour, bran, processed herbs, spices, grits, bulgur wheat, kasha, rice, tapioca, carob powder, wheat germ, gluten, edible flax seed meal, processed granola cereals, muffin mixes, baking mixes, processed grain, biscuit mixes, cookie mixes, waffle mix, pancake mix, bread mix, breakfast cereal, cornmeal, polenta, couscous, processed oats, food starch, baking powder, baking soda, salt, cooking salt, popcorn, unpopped popcorn, yeast, rolled oats, processed grains, food additives for non-nutritional purposes for use as a flavoring, ingredient or filler. FIRST USE: 19790630. FIRST USE IN COMMERCE: 19790630

IC 031. US 001 046. G & S: Raw plant seeds, unprocessed grain, raw oats and raw wheat. FIRST USE: 19790630. FIRST USE IN COMMERCE: 19790630. Opposer's mark is valid, subsisting and enforceable. A copy of the TARR report for the foregoing registration is attached as Exhibit A.

(b) Pending Additional IC Classification: Opposer is in the process of filing a registration to add IC Classification 005 for To Your Good Health® to supplement its current registration and include the Opposer's numerous gluten free goods (which class of goods is the same that Applicant intends to use under its mark): Textured vegetable protein for use as a meat extender or meat substitute; organic and non-organic soy protein powder for use as a food additive; soy lecithin granules; xanthan gum; guar gum; hemp protein powder; stone-ground flours from beans, lentils, roots and tubers, namely, almond flour, black bean flour, white bean flour, fava bean flour, garbanzo bean flour, garbanzo fava flour, green pea flour, hazelnut flour, organic coconut flour, tapioca flour, potato flour, organic amaranth flour; organic and non-organic corn flour, masa harina flour, millet flour, oat flour, organic quinoa flour, organic and non-organic brown rice flour, organic and non-organic white rice flour, sweet white rice flour; sorghum flour, teff flour and all purpose baking flour; bran, namely, rice bran, soy grits; organic and non-organic buckwheat toasted kasha; seed meal, namely, almond meal, organic and non-organic flaxseed meal, organic and non-organic golden flaxseed meal, medium grind cornmeal, hazelnut meal and millet meal; mixes for bakery goods, namely, cinnamon raisin bread mix, cornbread mix, hearty whole grain bread mix, homemade wonderful bread mix, biscuit mix, brownie mix, chocolate cake mix, vanilla cake mix, chocolate chip cookie mix, shortbread cookie mix; pancake and waffle mix, pizza crust mix; cereals, namely, organic and non-organic

brown rice farina cereal, mighty tasty hot cereal and organic creamy buckwheat cereal; corn grits/polenta; millet grits; steel cut oats; quick rolled oats; rolled oats; grains, namely sorghum grain, organic amaranth grain, organic quinoa grain; whole grain teff; starches, namely, arrowroot starch, potato starch and corn starch; baking powder; baking soda; active dry yeast; nutritional large flake yeast; raw seeds, namely, organic and non-organic flaxseeds, organic and non-organic golden flaxseeds, hemp seeds and teff seeds; raw whole grains for use in food preparation, namely, organic and non-organic buckwheat berries, organic buckwheat groats and millet; all gluten free to accommodate special medical and health conditions. Gluten-free food to accommodate special medical and health conditions.

3. Opposer has continuously used the above marks in connection with Opposer's goods since at least as early as June 30, 1979.

4. As a result of Opposer's use of the above marks in commerce, Opposer also has common law rights in the TO YOUR GOOD HEALTH[®] trademark.

5. As a result of Opposer's investment in, and use and promotion of, the TO YOUR GOOD HEALTH[®] trademark, it embodies the substantial goodwill which Opposer has earned in the marketplace for its high quality products.

Opposer's Proposed Mark Has or Will Cause, and Continue to Cause, Consumer

Confusion

6. The Court, in *In re E. I. Du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973), listed the principal factors to be considered in determining

whether there is a likelihood of confusion under Section 2(d). Any one of the factors listed may be dominant in any given case, depending upon the evidence of record. *In re Dixie Restaurants, Inc.*, 105 F.3d 1405, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997). In this case, the following factors are the most relevant: similarity of the marks, similarity of the goods and/or services, and similarity of trade channels of the goods and/or services. See *In re Opus One, Inc.*, 60 USPQ2d 1812 (TTAB 2001); *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593 (TTAB 1999); *In re Azteca Restaurant Enterprises, Inc.*, 50 USPQ2d 1209 (TTAB 1999); *In re L.C. Licensing Inc.*, 49 USPQ2d 1379 (TTAB 1998); TMEP §§1207.01 *et seq.*

Comparison of the Marks

7. When determining whether there is a likelihood of confusion under Section 2(d), the question is not whether people will confuse the marks, but rather whether the marks will confuse people into believing that the goods they identify emanate from the same source. *In re West Point-Pepperell, Inc.*, 468 F.2d 200, 175 USPQ 558 (C.C.P.A. 1972). For that reason, the test of likelihood of confusion is not whether the marks can be distinguished when subjected to a side-by-side comparison. The question is whether the marks create the same overall impression. *Visual Information Inst., Inc. v. Vicon Indus. Inc.*, 209 USPQ 179 (TTAB 1980). The focus is on the recollection of the average purchaser who normally retains a general rather than specific impression of trademarks. TMEP §1207.01(b).

8. Applicant's mark, "STAY TRU TO YOUR HEALTH" is substantially similar to Opposer's registered mark, "TO YOUR GOOD HEALTH[®]", and the planned use of Applicant's mark is likely to cause confusion, mistake or deception as to the source,

origin, sponsorship or approval of Applicant's goods, and is likely to suggest an affiliation, connection or association between Applicant and Opposer and their respective goods. Applicant's mark merely expands on the Opposer's mark with the additional words of "STAY TRU," which only modify the second part of the mark "TO YOUR HEALTH." "TO YOUR HEALTH" is the subject and the main focus of Applicant's mark is substantially similar to Opposer's mark "TO YOUR GOOD HEALTH." Both Applicant and Opposer market their respective goods as health goods, therefore, the "TO YOUR HEALTH" portion of both marks is particularly important to consumers. An average purchaser will have a high likelihood of confusion as to the source of the goods based on the same overall impression given by the two marks.

9. Where the marks of the respective parties are identical or highly similar (as they are here), then the commercial relationship between the goods or services of the respective parties must be analyzed carefully to determine whether there is a likelihood of confusion. *In re Opus One Inc.*, 60 USPQ2d 1812, 1815 (TTAB 2001); *In re Concordia Int'l Forwarding Corp.*, 222 USPQ 355 (TTAB 1983); TMEP §1207.01(a). That analysis shows the Applicant's mark so resembles the Opposer's mark as to be likely to cause confusion or mistake, when used on or in connection with the goods or services identified in the application.

Comparison of the Goods and Services

10. When determining whether there is a likelihood of confusion, all circumstances surrounding the sale of the goods and/or services are considered. *Industrial Nucleonics Corp. v. Hinde*, 475 F.2d 1197, 177 USPQ 386 (C.C.P.A. 1973). These circumstances include the marketing channels, the identity of the prospective

purchasers and the degree of similarity between the marks and between the goods and/or services. In comparing the marks, similarity in any one of the elements of sound, appearance or meaning is sufficient to find a likelihood of confusion. In comparing the goods and/or services, it is necessary to show that they are related in some manner. TMEP §§1207.01 *et seq.*

11. Applicant has applied to register STAY TRU TO YOUR HEALTH for “Biscuits, bread, bread rolls, cakes, cereal products, confectionery, crackers, noodles, fish sauce, relish, sauces, cereal-based snack-foods and prepared dietary items that are gluten-free to accommodate special medical and health conditions; Dietetic foods adapted for medical use; Food for medically restricted diets; Gluten-free food to accommodate special medical and health conditions; Processed food adapted for medical purposes; Protein reduced and gluten free food for medical purposes”.

12. Opposer’s registered mark, TO YOUR GOOD HEALTH, is registered for “textured vegetable protein for use as a meat extender, soy protein for use as a food additive, soup mixes, soup flavoring mixes, dried eggs, milk powders, milk proteins, whey, processed edible seeds and potato crisps, flour, bran, processed herbs, spices, grits, bulgur wheat, kasha, rice, tapioca, carob powder, wheat germ, gluten, edible flax seed meal, processed granola cereals, muffin mixes, baking mixes, processed grain, biscuit mixes, cookie mixes, waffle mix, pancake mix, bread mix, breakfast cereal, cornmeal, polenta, couscous, processed oats, food starch, baking powder, baking soda, salt, cooking salt, popcorn, unpopped popcorn, yeast, rolled oats, processed grains, food additives for non-nutritional purposes for use as a flavoring, ingredient or filler, raw plant seeds, unprocessed grain, raw oats and raw wheat.” Opposer uses its mark to

sell the above goods as gluten free. Opposer has attached a small sampling of labels using "TO YOUR GOOD HEALTH" and gluten free products (see Exhibit B).

13. Opposer has sold the above described goods under the TO YOUR GOOD HEALTH trademark throughout the United States prior to Applicant's filing date and its eventual date of first use for its proposed mark.

14. The respective goods are similar because both marks are used to sell cereal based products, crackers, and snack foods are related to bread and biscuits, whether selling a finished product or a mix. In addition, Opposer sells many of its described goods as gluten free products nationally on its website and in a variety of stores (see attached images of Opposer's website, Exhibit C). The goods of Opposer and Applicant are currently sold, or Applicant plans to sell its goods, in the same marketing channels. In fact, Applicant's mark would likely be interpreted by an average consumer to be a new product or division of the Opposer and consumers are, and likely will continue to be, confused as to the source of the goods.

Opposer's Proposed Mark Will Cause Dilution of Opposer's Mark

15. Registration and use by Applicant of its proposed mark will cause dilution of the distinctive qualities of Opposer's trademark. Such dilution will likely cause irreparable harm and injury to the widespread reputation and goodwill developed as a result of Opposer's substantial efforts.

Opposer's Proposed Mark Will Cause Damage to Applicant

16. Opposer will be injured and damaged by the granting to Applicant of the registration for the mark for which registration is sought because such mark, when used in connection with the goods of Applicant, is likely to:

- (a) cause confusion or to cause mistake or to deceive as to some association between Applicant and Opposer and/or the products sold by each;
- (b) falsely suggest a connection or association with Opposer and/or its products;
- (c) damage Opposer's valuable goodwill in its TO YOUR GOOD HEALTH[®] trademark;
- (d) threaten Opposer's right to expand the scope of use of its trademark to related, analogous or equivalent products and results in injury to Opposer's established rights in and to its mark; and
- (e) dilute the distinctive qualities of Opposer's TO YOUR GOOD HEALTH[®] trademark.

**Opposer's Proposed Mark Has or Will Cause, and Continue to Cause,
Confusion Over the Source of the Goods**

17. Applicant's mark has led, or will lead, to consumer confusion over the source of the goods, which will lead to reduced sales for Opposer. Consumers are confused, or will be confused, as to which products are produced by Opposer.

**Opposer's Proposed Mark Has or Will Cause, and Continue to Cause,
Consumers to Inaccurately Perceive Opposer's Goods as of a Lesser Quality**

18. Applicant's mark has led, or will lead, to consumer confusion, over the source of the goods, and Opposer has no control over the actions of Applicant. Negative actions of the owner of Applicant's mark have directly caused, or will directly cause, harm to Opposer's registered marks. Furthermore, if the products of Applicant are of an inferior quality or do not meet the exacting standards of gluten free products, it

will reflect negatively on the quality of the product of Opposer and lead to reduced sales only for Opposer. Opposer's goods are extremely high quality and Opposer takes great care and follows exacting standards to produce natural products and gluten free products. Applicant most likely does not produce its products in the same way. Moreover, Consumers are likely to be confused as to which products are produced by Opposer and, if they eat Applicant's products bearing the STAY TRU TO YOUR HEALTH, they may inaccurately believe that it is Opposer's products and that Opposer's products are not unique and of extremely high quality, which may lead to a smaller market share and reduced sales for Opposer.

CONCLUSION

19. Accordingly, because confusion as to the source has occurred, or will likely occur, registration of the Applicant's mark should be refused under Trademark Act Section 2 (d) based on the actual and/or likely confusion, the likelihood of continued confusion and the dilution of Opposer's mark.

FEE: The required filing fee of \$300 has been paid contemporaneously with the filing of this Notice of Opposition.

Dated this 5th day of January, 2012.

SUSSMAN SHANK LLP

By 

Dallas G. Thomsen, OSB No. 032135

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Jeff D. Brecht, OSB No. 962328

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Attorneys for Opposer

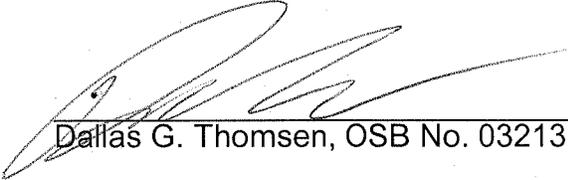
Attorneys for Opposer Bob's Red Mill Natural Foods, Inc.

CERTIFICATE OF SERVICE

I certify that on January 5, 2012, I served, **via first class mail and certified mail**, a full and correct copy of the foregoing **NOTICE OF OPPOSITION**, to the interested parties of record, addressed as follows:

Kyle T. Peterson
Patterson Thunte Christensen Pedersen, P.A.
4800 IDS Center
80 South 8th Street
Minneapolis, MN 55402-2100
Attorneys for Applicant Tru Health, LLC

Dated: January 5, 2012



Dallas G. Thomsen, OSB No. 032135

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2012-01-05 14:33:26 ET

Serial Number: 76641699 Assignment Information Trademark Document Retrieval

Registration Number: 3185303

Mark

To Your Good Health

(words only): TO YOUR GOOD HEALTH.

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2006-12-19

Filing Date: 2005-06-27

Transformed into a National Application: No

Registration Date: 2006-12-19

Register: Principal

Law Office Assigned: LAW OFFICE 105

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2006-12-19

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Bob's Red Mill Natural Foods, Inc.

Address:

Bob's Red Mill Natural Foods, Inc.
13521 SE Pheasant Court
Milwaukie, OR 97222

United States

Legal Entity Type: Corporation**State or Country of Incorporation:** Oregon

GOODS AND/OR SERVICES

International Class: 029**Class Status:** Active

Textured vegetable protein for use as a meat extender, soy protein for use as a food additive, soup mixes, soup flavoring mixes, dried eggs, milk powders, milk proteins, whey, processed edible seeds and potato crisps

Basis: 1(a)**First Use Date:** 1979-06-30**First Use in Commerce Date:** 1979-06-30**International Class:** 030**Class Status:** Active

Flour, bran, processed herbs, spices, grits, bulgur wheat, kasha, rice, tapioca, carob powder, wheat germ, gluten, edible flax seed meal, processed granola cereals, muffin mixes, baking mixes, processed grain, biscuit mixes, cookie mixes, waffle mix, pancake mix, bread mix, breakfast cereal, cornmeal, polenta, couscous, processed oats, food starch, baking powder, baking soda, salt, cooking salt, popcorn, unpopped popcorn, yeast, rolled oats, processed grains, food additives for non-nutritional purposes for use as a flavoring, ingredient or filler

Basis: 1(a)**First Use Date:** 1979-06-30**First Use in Commerce Date:** 1979-06-30**International Class:** 031**Class Status:** Active

Raw plant seeds, unprocessed grain, raw oats and raw wheat

Basis: 1(a)**First Use Date:** 1979-06-30**First Use in Commerce Date:** 1979-06-30

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2011-08-25 - Applicant/Correspondence Changes (Non-Responsive) Entered
2011-08-25 - TEAS Change Of Owner Address Received
2006-12-19 - Registered - Principal Register
2006-10-03 - Published for opposition
2006-09-13 - Notice of publication
2006-08-11 - Law Office Publication Review Completed
2006-07-28 - Assigned To LIE
2006-07-25 - Examiner's amendment mailed
2006-07-24 - Approved for Pub - Principal Register (Initial exam)
2006-07-24 - Examiner's Amendment Entered
2006-07-24 - Examiner's Amendment Entered
2006-07-24 - Examiners Amendment - Written
2006-07-20 - Amendment From Applicant Entered
2006-06-20 - Communication received from applicant
2006-06-20 - PAPER RECEIVED
2006-01-25 - Non-final action mailed
2006-01-25 - Non-Final Action Written
2006-01-25 - Non-final action mailed
2006-01-24 - Non-Final Action Written
2006-01-18 - Assigned To Examiner
2005-07-08 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Darin D. Honn

Correspondent

DARIN D. HONN

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Phone Number: 503.243.1629
Fax Number: 503.248.0130



Bob's Red Mill
 To Your Good Health...
 Bob Moore

USDA ORGANIC

ORGANICALLY GROWN & CERTIFIED

• All Natural •

TSP

TEXTURED SOY PROTEIN

Textured Soy Protein is a superb natural product made from identity-preserved, non-GMO soybeans. It's made by removing the soybean oil in an all natural water process, then cooking, extruding and drying ground soy. Textured Soy Protein readily absorbs liquid and takes on the flavor of your recipe. Although it doesn't add much flavor, it's low in fat and calories, contains a wealth of complete soy protein and it's a good source of dietary fiber. Textured Soy Protein is a healthy alternative to meat in your diet.

NET WT 16 OZ (1 LB) 453g

GLUTEN FREE Certified 100% Organic by QAI

Bob's Red Mill products labeled Gluten Free are batch tested in our quality control laboratory. We use an ELISA Gluten Assay test to determine if a product is gluten free.

K 0 39978 01901 1

all natural  keeps best refrigerated or frozen

4139



Bob's Red Mill
 To Your Good Health...
 Bob Moore

USDA ORGANIC

ORGANIC FRIEND of the HEART

• Natural Raw Whole •

FLAXSEED

Provides Fiber, Lignans & Omega-3 Fats

Flaxseed was eaten by the early Greeks and Romans like nuts. You may eat the natural untreated seeds whole, ground into meal, or sprouted. Used in small amounts, they add a crunchy quality when making muffins, waffles, pancakes, granola, or cooked cereals. When ground, Flaxseed Meal can be added to breads, muffins, hot cooked cereals and smoothies, and is one of the most powerful natural cholesterol controllers.

NET WT 24 OZ (1 LB 8 OZ) 680g

GLUTEN FREE Certified 100% Organic by QAI

Bob's Red Mill products labeled Gluten Free are batch tested in our quality control laboratory. We use an ELISA Gluten Assay test to determine if a product is gluten free.

K 0 39978 00936 4

all natural  keeps best refrigerated or frozen

3006



Bob's Red Mill
 To Your Good Health...
 Bob Moore

USDA ORGANIC

ORGANIC FRIEND of the HEART

• Stone Ground •

WHOLE GRAIN

BROWN RICE FLOUR

Bob's Red Mill Organic Brown Rice Flour is carefully ground on cool and slow turning, century-old stone-buhr millstones. We use only the highest quality whole grain brown rice to produce a delicious flour with a mild, nutty flavor. Our wholesome Organic Brown Rice Flour is a favorite ingredient for gluten-free baking. It's also great as breading or for thickening soups, sauces and gravies.

NET WT 24 OZ (1 LB 8 OZ) 680g

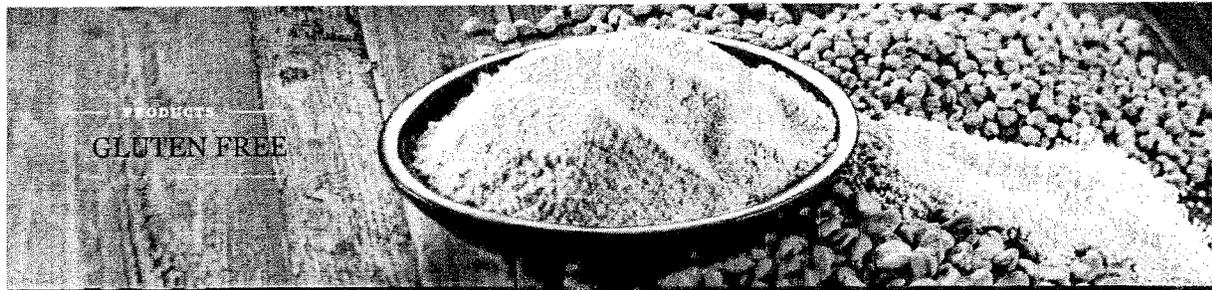
GLUTEN FREE Certified 100% Organic by QAI

Bob's Red Mill products labeled Gluten Free are batch tested in our quality control laboratory. We use an ELISA Gluten Assay test to determine if a product is gluten free.

K 0 39978 00974 6

all natural  keeps best refrigerated or frozen

0060



PRODUCTS

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Filter

MONTHLY SPECIALS

Result pages: [1](#) [2](#) [3](#)

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[Cereals](#)

[Mixes](#)

[Grains Beans Seeds](#)

[Oats](#)

[Entrees](#)

[Gluten Free](#)

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BOB ON GLUTEN FREE

Maintaining a gluten free diet isn't a lifestyle choice for many Americans. It's a medical necessity for those who have Celiac Disease. Gluten free diets have also been discovered by parents of autistic children to yield positive behavioral effects. We've responded to this growing need by increasing the number of gluten free products that we sell, now over 50 products, and offering unmatched selection and nutrition to those who depend on it most.

Learn more about our gluten free products »

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Cereals

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EXHIBIT C
Page 3 of 11



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active dry yeast

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almond meal flour

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Gluten Free
arrowroot starch

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Gluten Free
baking powder

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Maintaining a gluten free diet isn't a lifestyle choice for many Americans. It's a medical necessity for those who have Celiac Disease. Gluten free diets have also been discovered by parents of autistic children to yield positive behavioral effects. We've responded to this growing need by increasing the number of gluten free products that we sell, now over 50 products, and offering unmatched selection and nutrition to those who depend on it most.

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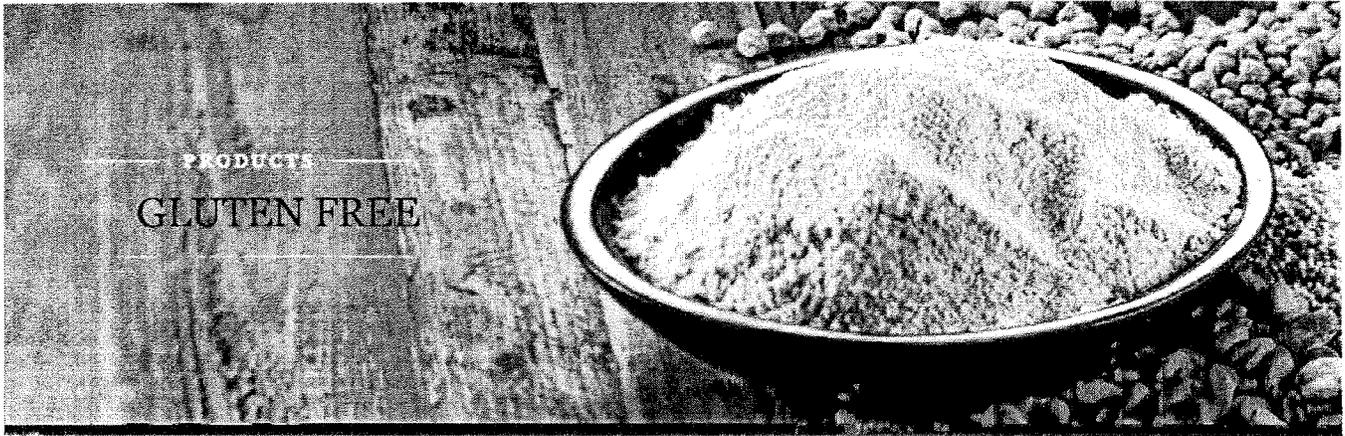
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