

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION:

Faith Wood

Communications Manager

239-993-0621

fpwood@gmail.com

**GREEN MOUNTAINS NATURAL ORGANICS ANNOUNCES NEW PRODUCTS AND EXPANSION
CEO, CALISSTA WALDROFF, TO GIVE DETAILS AT OCTOBER 15TH SALES CONVENTION**

(PUTNEY, Vt.) – Green Mountains Natural Organics, Inc. announced today that it will be adding items and a new category to its product line and expanding into international markets. The chief executive officer, **Calissta Waldroff**, will announce details to sellers at the company's annual sales convention on October 15 at the Boston Convention Center.

The company will be adding 17 new items to its product line. Thus far, the line consists of 34 organic spice mixes, as well as other items including honey, dried fruits, sauces, nuts, and gluten-free pastas. The new items will consist of more spices and a new category of "power seeds," such as pumpkin and acai seeds.

The company also plans to add a nutritional supplements line, allowing it to reach an entirely new category of organic foods. The line will consist of 10 products, such as vitamins and minerals. The supplements will all be sold in gel form. Waldroff said the gels are more easily absorbed into the body than vitamin pills, which sets them apart from those sold by competitors.

Green Mountains Natural Organics sells its products not in stores, but through an independent sales force that has grown to more than 46,000 persons in the U.S. and Canada. The convention is expected to host 18,000 of these sellers, which Waldroff says is the largest attendance in company history. This anticipated turnout bolstered the company's decision to pursue an international market.

"We're already the fastest growing direct selling organic brand in North America, and my dream is to make us the biggest in the world, which I think we can do within five years," said Waldroff.

The expansion of Green Mountains Natural Organics is reaching Italy, Germany, and France. Each has a newly hired country manager in charge of recruiting sellers and building the company in his or her respective location. Waldroff also hired a senior vice president to spearhead international affairs. Lester Stetson will begin work next month after his six years with Market Street Foods, Inc as vice president. Waldroff said she is confident in the expansion because of the new managers' knowledge of the markets and the importance of healthy foods to the European diet. Waldroff says interest in organics is not just growing in the U.S., because of her connections to food producers around the world.

“We’re ready to push boundaries to see where we can take this company. I believe we are ready to go after a wider market. The people in Europe are passionate about natural foods and if we ride the organic wave and get them to trust us, we’ll be as successful as I plan to be,” said Waldroff.

The company has made it a priority to educate customers on the reality of organic foods. Waldroff stated that many products are labeled as “organic” but are not worth the buy. She wants her company to help people understand the difference and know that Green Mountain Natural Organics’ products are the “real deal.” Waldroff personally mixes her own spice blends and oversees the production process to ensure the company is respecting this mission.

Customers are meant to experiment with the company’s spices and create their own recipes for natural meals. This personal involvement is encouraged through “direct” selling because people are selling products directly to their friends and family. “The personal touch of buying products from people directly is how our company has grown. We will continue to hit this initiative hard because there is nothing like trusting a friend and it benefitting both sides,” said Waldroff.

The company recently 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.

Waldroff’s books, *Take Care of Yourself* and *The Joys of Organic*, highlight the importance and benefits of healthy eating. They showcase her background in natural products and explain why she is so passionate about this company’s mission. “Eating healthy is not something I encourage just to make my company successful, it’s to benefit society physically and mentally. And eating healthy does not mean your food has to taste bland. Our seasonings are to make your meals taste great and make you feel better in the long run,” added Waldroff.

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About Green Mountain Natural Organics Inc.

Green Mountain Natural Organics (www.greenmountainnaturalorganics.com) is an award-winning, direct-seller company that develops, produces, and sells organic products. It was founded in 2012 by Calissta Waldroff, who serves as its chief executive officer and resides in Putney, Vermont with the company’s headquarters. It originated through her experimentation in college with all-organic and natural meal recipes. Her friends invested in her company, and it has grown to more than 46,000 persons in the U.S. and Canada. The company’s independent sellers advertise organic spice mixes and food items to their friends and family. The company has won 15 awards in various health food competitions in North America.

Supporting materials:

- Media kit with
 - Fact sheet
 - Backgrounder
 - Product samples
 - Business cards
- News advisory so journalists can attend the convention
- Tweets

<p>Cancel</p> <p>Tweet</p> <p>We've heard your requests! New power seeds have joined our vast list of products, including pumpkin seeds to jump start your Fall season.</p>	<p>Cancel</p> <p>Tweet</p> <p>I'm honored to welcome Lester Stetson to our company as senior vice president for our international business affairs. His participation is adding to my confidence about our talented team and its ability to grow in this market.</p>	<p>Cancel</p> <p>Tweet</p> <p>Beyond excited to confirm that the speakers for our convention will include three chefs from the Discovery Plus series "Star Chef." I can't wait for our sellers and myself to listen and learn from their expertise.</p>
<p>Everyone can reply</p> <p>🗨️ 📷 📺 📄 📌 📍 🕒 ⌕</p>	<p>Everyone can reply</p> <p>🗨️ 📷 📺 📄 📌 📍 🕒 ⌕</p>	<p>Everyone can reply</p> <p>🗨️ 📷 📺 📄 📌 📍 🕒 ⌕</p>
<p>Cancel</p> <p>Tweet</p> <p>If you have an interest in learning more about healthy food and what it can do for you, be sure to pick up my newest book, The Joys of Organic, at your local bookstore. I'll also be able to sign books at our upcoming convention on October 15th.</p>	<p>Cancel</p> <p>Tweet</p> <p>It's all about creating new perspectives and sharing knowledge so that we can improve each other's lives. This is why our company has made it a priority to help inform the public on how to determine what is truly "organic." You deserve to know what you are putting in your body!</p>	
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