



Vitamite® - Nutritional Beverage



Healthy Marketplace



For the millions of Americans who suffer from its often debilitating gastrointestinal effects, lactose intolerance is no laughing matter. There is a growing demand for healthy milk alternatives to meet the needs of the many people that are not able to properly tolerate dairy products. In fact, marketing these products to this ever-growing "niche" group of Americans resulted in nearly \$2 billion in sales in 2007 according to Packaged Facts, a leading market research company. For those people suffering from various nutrition or digestive-related disorders like milk allergies, lactose intolerance, kidney disease, diabetes, Crohn's disease, Colitis, or those following a vegetarian lifestyle where they avoid animal-based products, Vitamite is an excellent alternative to milk & soy-based beverages. For over 33 years, Vitamite has been the product of choice for many consumers who have special dietary needs and can't tolerate cow's milk, and don't like the beany taste of soymilk.



Lactose Free
Trans Fat-Free
Low Saturated Fat
Cholesterol Free
Low Calories
Reduced Sugar
Low in Sodium
Low in Potassium
Low in Phosphorous

Vitamite® - A Healthy Choice

Introduced in 1975, Vitamite has always been an excellent alternative for cow's milk for consumers with special dietary needs. Vitamite is a great tasting, nutritious, non-dairy beverage that's as versatile as regular milk; drink it right from a glass, use it on your cereal, in your coffee, or you can bake or cook with it.

Please call us at **800.251.3033** to learn more about Vitamite or to find out where you can buy it.

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