



Custom Choice Cereal Further Broadens Portfolio

Now more organic ingredients available for gluten-free cereal

Durham, NC – May 24th, 2010. [Custom Choice Cereal](#) is pleased to announce the addition of USDA certified Organic Mango and Organic Raisins to its product portfolio. Through the introduction of these new ingredients, the company expands the variety of its customizable gluten-free cereal to over 1.8 billion combination possibilities.

[Custom Choice Cereal](#) thrives on its commitment to its customers and takes great pride in building trust and friendship-like relationships with them. Maintaining a constant and open communication with its users forms a vital aspect of the company's core values. [Custom Choice Cereal](#) actively encourages user feedback, listens closely, and acts upon it. The introduction of these new organic ingredients comes as the result of valuable input received over the past months.

We encourage you to start enjoying the experience of living a gluten-free life! Simply visit www.customchoicecereal.com to create your personal gluten-free cereal for the perfect start into your day. In addition to a wide variety of choices, our website provides detailed information on each ingredient. As dried fruits, nuts, and seeds are added to a cereal, a nutrition label that automatically updates gives the user complete control over the nutritional value of their mix.

Customers are encouraged to call 919.484.9757 or to send an email with their suggestions to [info\[at\]customchoicecereal.com](mailto:info@customchoicecereal.com).

About Custom Choice Cereal

Custom Choice Cereal (www.customchoicecereal.com) makes gluten-free living an enjoyable and fun experience by bringing taste and variety to the gluten-free cereal bowl. Since tastes are different, the company lets everyone design their personal gluten-free cereal with exactly the ingredients he or she loves online and ships them conveniently to the doorstep. All naturally gluten-free ingredients are subject to rigorous testing for gluten to ensure the company's high quality control standards. For its customers' safety, all cereal and ingredients are stored and hand-mixed in a dedicated gluten-free facility.

[Custom Choice Cereal](#) is located in Durham, North Carolina, and ships its gluten-free cereal to consumers throughout the United States.