Malt-O-Meal makes list of 'Hottest Brands'

From staff reports

MINNEAPOLIS, Minn. — What do Honey Badger, Shellac nail polish and Malt-O-Meal all have in common? All three are this year's "Hottest Brands," according to Ad Age Magazine.

The special report named Malt-O-Meal cereals, which has a plant in Asheboro, as one of the 25 hottest brands for 2011 for out-selling their major competitors (including Kellogg's, General Mills and Post), and doing so without a traditional marketing or advertising budget.

So, how did they do it? By skipping the costly ad buys and focus groups and passing those savings on to their consumers. The company also skips the traditional cereal box and packages their cereal only in a bag. As a result, they use 75 percent less packaging than cereal in a box and are able to reduce the amount of waste and energy it takes to produce a pound of cereal.

To celebrate this achievement, Malt-O-Meal is kicking off a sweepstakes via Facebook. From Dec. 7-28, the company will be giving away a one-year supply of cereal each day.

Visit www.facebook.com/MaltOMealFanPage?ref=ts for more information.