

● Malt-O-Meal brand cereal has been named one of America's Hottest Brands for 2011 by Advertising Age magazine. The annual issue recognizes the 25 most innovative and successful brands of the year and is an honor that places Malt-O-Meal in the company of such mega-brands as Dove, DC Comics, and Jeep Wrangler.

Malt-O-Meal, which has a plant in Asheboro, was one of just three food brands to make this year's list.