

Advertising Age top 25 list includes Malt-O-Meal

Malt-O-Meal got its start in 1919 with its innovative hot wheat cereal. More than 90 years later *Advertising Age* magazine is recognizing the flourishing company and its array of cereals as one of the 25 hottest brands of 2011.

The company's hotness factor comes from its ability to outsell competitors, including Kellogg's, General Mills, Post and Quaker. According to *Advertising Age*, Malt-O-Meal's sales grew by 5.1 percent in 2011, while other cereal sellers were on the decline.

Malt-O-Meal has Utah operations in Tremonton.

For more information on Malt-O-Meal's award, go to <http://tinyurl.com/cevjla5>

The Salt Lake Tribune