

MALT-O-MEAL A HOT BRAND

Malt-O-Meal, a frugal outfit that has no ad agency or focus groups, has been named one of America's 25 Hottest Brands for 2011 by Advertising Age magazine.

The annual issue recognizes the 25 most innovative and successful brands of the year, including titans such as Dove and the Jeep Wrangler.

The Malt-O-Meal ready-to-eat line won in the cereal category. The Minnesota company says it has tripled its market share in the past 10 years and that sales rose 5 percent in 2011, outpacing the huge likes of Kellogg's, General Mills and Post.

"To be successful, we know we have to do things very differently than big corporate cereal marketers," said Paul Reppenhagen, director of consumer marketing. " ... We're proving that our nontraditional approach can work just as well as the accepted 'norm' of high prices, expensive television advertising, coupons, and constant in-store price promotions.

"What Malt-O-Meal doesn't spend on advertising, we pass on to the consumer, resulting in everyday prices that are substantially lower ..."

Malt-O-Meal also sells most of its cereal in a plastic bag, compared with traditional cereals that are bagged in a cardboard box.

Malt-O-Meal said that cuts waste and expense.

Malt-O-Meal's bestseller: Frosted Mini Spooners.