

FlaxSnax F.A.Q.

1. Can you describe the FlaxSnax muffin taste?

It's a hearty, balanced spice muffin, high on notes of apples, cinnamon and flavorful cranberries. The smell is intoxicating! It doesn't taste anything like a "health product".

2. Would you say flaxseed is the next trend coming down the pike?

Flaxseed has been around for centuries, but with the new awareness of the importance to boost our Omega-3 levels, at FlaxSnax we worked extensively to make a flax product taste delicious. FlaxSnax is not only "on trend", but we're sure it will become a part of your customers' staples.

3. Would you compare it to a bran muffin?

Better taste, more fiber, more moist and many more benefits.

4. What are flaxseeds?

Flaxseeds are little brown or yellow seeds just a bit larger than a sesame seed. They have a wonderful nutty type flavor and are ounce for ounce the best way to get our Omega-3s. (The good fat needed for a healthy heart and actually, so much more.) The crop has been around since ancient times. And is used in many ways. Ground flaxseed versus flaxseed oil offers the benefits of high fiber, as well as the important essential oils of Omega-3s. The recommended dose of flaxseed is three tablespoons a day and one FlaxSnax muffin contains all that you would need.

5. What are the benefits of flaxseed?

Flaxseed is one of the richest sources of Omega-3s! And by adding flaxseed to your diet, studies show that it may curb heart disease by as much as 70% by lowering cholesterol, blood pressure and triglycerides. And not only is it then "heart smart"...it's very high on fiber. More so than just flax oil and FlaxSnax muffins have more fiber than most bran muffins! We all know about fiber and how it promotes regularity; plus it too lowers cholesterol and prevents colon cancer.

According to Dr. James Duke of the U.S. Department of Agriculture, flaxseed contains 27 identifiable cancer preventative compounds.

Flaxseed has also been shown to help balance hormonal levels, soothing both P.M.S. and menopausal symptoms.

And there are on-going studies that suggest flaxseed aids brain functions such as memory, as well as the potential to soothe depression and symptoms of A.D.H.D.

6. What are Omega-3s?

The White House's Office of Management and Budget has just confirmed the importance of Omega-3s in prevention of Coronary Heart Disease and will begin urging the public to make modest changes in their diet to include more Omega-3s.

Omega-3s are essential fatty acids that our bodies need and don't produce on their own. Omega-3s are best known to be found in eating cold water fatty fish such as salmon, mackerel, fresh tuna and sardines. But Omega-3s are also found in flaxseed, canola oil and walnuts with none of the concerns present with some fish.

Flaxseed, ounce for ounce, may be the safest and best way to get Omega-3s and flaxseed happens to be the main ingredient of FlaxSnax muffins. Each muffin gives you 4,350 mg of Omega-3s! That's all the Omega-3s needed daily for the benefits they offer.

6. What are the benefits of Omega-3s?

Omega-3s work as a preventive for coronary heart disease by lowering cholesterol, blood pressure and triglycerides. If the American public would add more Omega-3s to their diet, it could greatly reduce the number one killer in The United States!

7. Are there other benefits to FlaxSnax Muffins?

Yes, one of the reasons for their delicious taste is that FlaxSnax muffins are packed with cinnamon. It's enough to help control high blood-sugar levels, and reduce fat and cholesterol by as much as 30%. These are key to promoting better control of diabetes, according to Dr. Isadore Rosenfeld for the Los Angeles Times.

8. What are you suggesting with your tag line: "The Muffin That Makes a Difference"?

We're hoping at FlaxSnax to make a difference in the fight against coronary heart disease. If people would eat just one FlaxSnax muffin a day they might improve their chances of lowering their cholesterol, blood pressure and triglycerides. It's truly a muffin that could make a difference and is a delicious way to go about it!

9. Is this a low fat muffin?

No. What's wonderful about FlaxSnax is that it's high on all the right stuff: high on flax, high on Omega-3s, the much needed good fat, high on fiber, as well as cinnamon, walnuts, cranberries, canola oil...FlaxSnax is about being high on "the right stuff".

11. Does FlaxSnax have sugar in it?

Yes! And that's another reason why FlaxSnax tastes so good! And we're not afraid to say it! Sugar, just like eggs and fat and carbs-- sugar too has been given a bad rap! After all, sugar is natural.

Like anything else, all good things in moderation!

12. Is this one of those new low carb products?

No! At FlaxSnax we believe low carb means reduced taste, as we're sure you'll agree. We are about getting your daily flax. Which in turn includes your Omega-3s and fiber (as well as the suggested amount of cinnamon) needed to promote wellness.

Great taste with wellness—that's what we're looking for with FlaxSnax Muffins.

13. Are there preservatives in FlaxSnax muffins?

No, but we do use natural clover honey, which serves as a preservative.

14. Are there any concerns or side-effects of having flaxseed?

We know that you'll love FlaxSnax muffins and may want to have more than one, but flaxseed is very high in fiber, so we recommend that starting out, for the first week or two, that you not have more than one muffin a day. More and it may cause some stomach upset.

People taking a Tomaxifin protocol for breast cancer should ask their physicians before adding flax into their diet.

Then there's the obvious, FlaxSnax muffins have walnuts on top, so those sensitive to nuts, should be aware.

15. Is FlaxSnax a temperamental recipe?

No, not at all. FlaxSnax is straightforward with nothing new or fancy or weird that you haven't already added to your other recipes.

16. What is the shelf life of FlaxSnax dry mix?

Because we are having our flaxseed milled fresh specifically for FlaxSnax, we can trust a shelf life of six months. We have also chosen packaging to properly maintain its freshness.

17. What is the shelf life of a FlaxSnax muffin?

FlaxSnax muffins can easily sit a week without turning, but we recommend no more than 3 days on an enclosed shelf or they'll simply get dry. Reheated they taste amazingly fresh again.

18. How well do FlaxSnax muffins freeze?

FlaxSnax muffins freeze really well. So your customers can always have them ready to enjoy at home. Just reheat at 350°F for 15 minutes.

19. Can you prepare FlaxSnax muffin batter ahead?

Yes! You can store the batter in the refrigerator for 24 hours if it's sealed tight. This way you can bake just a dozen at a time if you wish.

20. Where can we find FlaxSnax muffins?

At your local bakery. If they don't have them yet, please let your baker know you'd like to try them! Soon we'll post the list of the Authorized Bakers near you.

21. Is FlaxSnax muffin mix kosher?

Yes it will be. The mix is prepared at a kosher facility and contains suitable ingredients. Registration is underway.