WRITING SAMPLE — POSTS for CLIENT'S FACEBOOK & TWITTER — written by Noname Porter-McShirley, npm@ascendingtalent.com PURPOSE: PR & product awareness for VOM FASS specialty food store (olive oils, vinegars, and spices). © 2015 VOM FASS Indy

FACEBOOK	TWITTER
SOME HEALTH EFFECTS OF APPLE CIDER VINEGAR "Apple cider vinegar's anti-glycemic effect is very well documented," says Carol Johnston, PhD, director of Arizona State University's nutrition program. She explains that the vinegar blocks some of the digestion of starch. "It doesn't block the starch 100%, but it definitely prevents at least some of that starch from being digested and raising your blood sugar," Johnston says. According to this article, Dr. Johnston has been studying apple cider vinegar for more than 10 years and believes its effects on blood sugar are similar to certain medications; and she says that if you drink** apple cider vinegar with a starchy meal, then the starches you don't digest will feed the good bacteria in your gut. http://www.webmd.com/diet/obesity/apple-cider-vinegar-and-health **(Article warns you should drink it mixed with water to avoid acidic damage to tooth enamel.)	BLOOD SUGAR & WEIGHT: Apple Cider Vinegar may prevent total digestion of starches https://www.facebook.com/vomfassindy/posts/65 9259504205560 http://www.webmd.com/diet/obesity/apple-cider- vinegar-and-health @WebMD
Are you wishing your "significant other" would cook something different? Give them a fun outing that will send them home with fresh and delicious meal ideasgive them tickets to one of our Tasting Parties where they can experience new flavors with the help of an experienced cook. Space is limited and we sell out fast: http://on.fb.me/1sb6SM3	Are you wishing your "significant other" would cook something fresh? Send him/her to http://on.fb.me/1sb6SM3
 :) DID YOU KNOW :) SALT COMES IN A VARIETY OF COLORS, TEXTURES, & NATURAL FLAVORS? > Black Lava Hawaiian Sea Salt - This pure salt naturally contains activated charcoal (an antioxidant), which gives it it's black color. > Pink Inca Peruvian Sea Salt - Traditionally & naturally dried in Machu Picchu; contains iron, calcium, magnesium, and zinc; has a particularly fine aroma. > Fleur de sel - This "flower of salt" has a delicate flavor and high concentration of minerals. Rare and hand-harvested in Eastern Algarve. > Himalaya Salt - Pure, hand-mined from deep within the pristine Himalayan Mountains, it constitutes the highest quality of natural salt, and has caught the attention of top Chefs all over the world. FLAVORED SALTS: > Danish Smoked Salt, Viking-style - (also called hickory salt) This is pure sea salt from the Dead Sea, which we refined according to a traditional recipe from the Vikings. It gets its intense taste from being gently cold-smoked over hickory wood. > Bamboo Jade Hawaiian Sea Salt - A delicate salt w/ certified organic bamboo-leaf extract, giving it a wonderful aroma that's good for Asian foods. > Basil-Citrus Salt - This is actually a blend: light green sea salt flavored with basil and citrus peel. It's perfect on poultry, fish, and tomato salads. 	DID YOU KNOW SALT COMES IN VARIETY NATURAL mineral content,colors,textures,flavors? COME TASTE http://on.fb.me/1fwW3i6
COME TASTE THE DIFFERENCE.	

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TIPS: How & Why of Buying & Using TRUE EVOO The European Union and Italian Department of Agriculture want to personally stop you from the huge disservice you're doing to yourself and your family if lightly oiling your frying pan is the only way you think of using extra virgin olive oil (EVOO). Over the last four years they jointly launched a Flavor Your Life campaign to increase awareness and consumption of high quality extra virgin olive oil (http://flavor-your- life.com/).	TIPS: buying TRUE quality EVOO Use 4 flavorful, flakier, baked foods ++ https://www.facebook.com/vomfassindy/posts/64 5870552211122 @bthorson15 @SeattleRefined @Flavor_YourLife
"The benefit of using true extra virgin olive oil isn't just to impress your friends with knowledge at dinner parties. When used instead of butter in cakes, cookies, pastries, etc. the vitamin E and polyphenols in the oil will give your baked goods a longer shelf life, more flavor, and make them flakier." ~ Britt Thorson, Seattle Refined (http://www.komonews.com/seattlerefined/eat-drink/Extra-Virgin-Olive-Oil-Were-doing-it-wrong-262915831.html) In Thorson's tips on how to identify true EVOO from commonly sold, less-quality, refined olive oils, Thorson says "Taste it. This is going to be hard in most grocery stores, but more niche stores might let you sample a bit. The three taste points to look for in high quality EVOO are fruitiness, bitterness, and pungency."	Extra Virgin Olive Oil; [Americans are] doing it wrong http://www.komonews.com/seattlerefined/eat- drink/Extra-Virgin-Olive-Oil-Were-doing-it- wrong-262915831.html > Sample VOM FASS @bthorson15 @SeattleRefined @Flavor_YourLife
At VOM FASS we invite you to freely taste every oil in the store! Our suppliers have been vetted, and you can taste the quality in what we sell.	
In honor of this being National Popcorn Day, EASY IDEA TO FLAVOR POCORN: Drizzle one of our specialty oils over freshly popped popcorn and sprinkle with a spice blend. FLAVOR SUGGESTIONS: Basil Extra Virgin Olive Oil with Pesto alla Genovese; Walnut Oil with Asia Wu Chian Fen; Sun Meadow Oil with our Fried Potato Spice; Extra Virgin Olive Oil with Shashlik seasoning or with our salt-free Rodeo Barbecue Grill seasoning Tell us, what is YOUR favorite way to flavor popcorn? Or come in, sample, and discover your own personal combination.	Happy National Popcorn Day! Tell us YOUR favorite way flavor popcorn, or try these EASY IDEAS: [link to today's FB post]
HEALTH TIP: "Agency for Healthcare Research and Quality (AHRQ) expressed strong support for Omega-3s, noting that 'intake of omega-3 fatty acids, whether from fish or from Supplements, decreases all-cause mortality and improves various cardiovascular disease outcomes."" ~according to NoahHealth.org (http://bit.ly/1HJ4RJd) SINCE weekly fish intake may be limited due to mercury or other quality issues, a HEALTHY ALTERNATIVE SOURCE of OMEGA-3 is Cold- Pressed VOM FASS Flax Oil. Come taste the fresh flavor or our Omega-3 rich Flax Oil, which goes well on veggies, potatoes, salads, and cereals.	HEALTH TIP http://NoahHealth.org (http://bit.ly/1HJ4RJd) says AHRQ expressed strong support for Omega- 3s SEE MORE https://www.facebook.com/vomfassindy/photos/a. 323595301105317.1073741833.30028491676968 9/667219746742869/?type=1&theater

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 HOW WOULD YOU LIKE to wake up to the yummy aroma of a hot breakfast? No more working in the kitchen before you've had your coffee :) Sleep a extra half hour and still get going on time, with a full belly of healthy homemade food :) Newly Pinned CROCK POT BREAKFAST RECIPES: ☆ Veggie Omelet ☆ Mexican Sausage & Egg Breakfast Casserole ☆ Banana Nut Oatmeal ☆ Chocolate Oatmeal ☆ Dried Fruit Oatmeal (cranberries, or substitute raisins or dates) https://www.pinterest.com/vomfassindy/breakfast-ideas/ 	WAKE UP 2 warm #healthyfood https://t.co/3xjQ4TdAWe Thx to @SkinnyMs @AppleofMyEye7 @yummly @TheSugarFreeMom @TheLemonBowl @GraciousPantry
Eating lighter lunches can lessen afternoon drowsiness. Wake up your office lunch room with a selection of single serving pouches of our popular oil/vinegar combinations to use as healthy salad dressings.	Lessen afternoon drowsiness & Wake up your lunch room w/ #healthy flavors in single-serve pouches [link to today's FB post]
 NATURALLY RED & Exquisitely Tasty FOODS for the week of Valentine's Day: NEW Raspberry Balsamic Pearls http://htc.vomfassusa.com/gourmetfoods/balsamic-pearls Winter Plum Balsamic Vinegar http://htc.vomfassusa.com/winterplumbalsamic-vinegar8 Bordeaux Red Wine Vinegar http://htc.vomfassusa.com/bordeaux-redwine-vinegar7 Fassmix Grenadine http://htc.vomfassusa.com/gourmetfoods/syrups/fassmix-grenadine Fassmix Raspberry Syrup http://htc.vomfassusa.com/gourmetfoods/syrups/fassmix-raspberry7 Red Pepper Extra Virgin Olive Oil http://htc.vomfassusa.com/red-pepperextra-virgin-olive-oil8 Fig Balsamic Star http://htc.vomfassusa.com/fig-balsamic-star7 Forest Raspberry Balsamic Star http://htc.vomfassusa.com/forest-raspberry-balsamic-star7 	NATURALLY RED & Exquisitely Tasty FOODS for the week of #ValentinesDay: [link to today's FB post]
Read about how ♥ "THE RIGHT KINDS OF SUGAR ARE VERY NOURISHING TO THE METABOLISM" ~ Butter Nutrition ♥ PLUS see what the "right kinds" are: http://butternutrition.com/5-reasons-to-embrace-not-avoid-sugar/	"THE RIGHT KINDS OF SUGAR ARE VERY NOURISHING TO THE METABOLISM" ~ @ButterNutrition PLUS see what = "right kinds" http://butternutrition.com/5-reasons-to-embrace- not-avoid-sugar/