



## **KASHI INSPIRES CANADIANS TO LIVE A PLANT-POWERED LIFE IN MOTION**

*Kashi Survey Finds Plant-based Foods and an Active Lifestyle  
#GOTOGETHER just like Heart & Soul and Peas & Carrots*

### **Tweetable Highlights**

- Kashi is helping Canadians live a plant-powered life in motion w/ new products packed w/ progressive ingredients: <http://bit.ly/29A4mrO>
- Real food enthusiasts have spoken! 92% of CDNs agree that plant-based foods and living an active lifestyle #GOTOGETHER!

**MISSISSAUGA, ON, August 9, 2016** – Canadians have spoken! They want to be more active and believe high quality plant-based foods are an essential ingredient to helping them do exactly that. In fact, the recent *Kashi Canada Pulse of the Nation Survey* found that 92 per cent agree that incorporating plant-based foods and living an active lifestyle go together<sup>1</sup>. Yet, four out of five adults admit that they long to live a more active lifestyle<sup>1</sup>.

That's why Kashi, committed to helping Canadians fuel a plant-powered life in motion, is introducing new products full of progressive ingredients to its delicious range of plant-based cereals and snacks. The latest innovations include *GOLEAN Popped Clusters Vanilla Pepita*, featuring a blend of on-trend pulses, gluten-free grains, and seeds; and two flavours of *Kashi Organic Promise Granola* – *Cocoa Coconut Oat with Kamut® Khorasan Wheat* featuring the ancient grain Kamut® which is praised for its nutrition, and *Cranberry Oat Spelt and Flax*, a delicious marriage of whole grains, flax seeds and perfectly sweet cranberries.

“Our purpose at Kashi has always been to enable powerful uplifting health through plant-based foods,” says Natasha Millar, Senior Director, RTEC & Beverages, Kellogg Canada Inc. “Now it seems the benefits of eating plant-based foods are also well-known to Canadians. The *Kashi Pulse of the Nation Survey*<sup>1</sup> indicates that eating plant-based foods make Canadians feel better.”

Of the more than 1,500 Canadians surveyed:

- 69 per cent report feeling healthy when consuming grains, legumes, fruits and vegetables<sup>1</sup>
- 54 per cent feel a personal sense of satisfaction for having eaten real, plant-based foods<sup>1</sup>
- 39 per cent of Canadians feel energized when eating plant-based foods<sup>1</sup>, and
- 33 per cent feel more mentally alert and “ready for anything”<sup>1</sup>

.../more

2016 has been declared the International Year of the Pulses by the United Nations and, to highlight the power of pulses, Kashi has produced a plant-powered [music video](#) by renowned sound designer, performer, and nature composer, Diego Stocco, which features music using ingredients from *GOLEAN Popped Clusters* cereal. The brand is also inviting Canadians to share how they live a plant-powered life in motion using the hashtag #GOTOGETHER on Twitter, Instagram and Facebook.

### **A CONTINUING COMMITMENT TO BRING CANADIANS CLOSER TO REAL FOOD**

Kashi Canada's commitment to real food goes beyond its growing line-up of progressive products. True to its values, Kashi has [pledged](#) that all of its products (cereals, crackers and bars) will be Non-GMO Project Verified by the end of 2016. In addition, the brand's support of Evergreen's *Seeding Healthy Communities* program with the *Plant It Forward* initiative continues. This year, Kashi has again donated \$50,000 to help communities grow their own food, bringing the total contribution to \$160,000 over three years.

### **ABOUT KASHI CANADA**

Founded in 1984, Kashi is on a mission to help people achieve vibrant health through positive eating. As a natural lifestyle pioneer, Kashi is passionate about and committed to improving the health of people and our planet. By providing progressive nutrition in great tasting foods, Kashi inspires and empowers people to achieve optimal health and wellness, helping them progress on their healthy lifestyle journey. Kashi encourages people to live their best lives through its interactive online community at Kashi.ca. To learn more about 30 years of Kashi's mission, sustainability efforts, values and roots, check out [What We Believe on Kashi.ca](#). And, join the Kashi community online at [www.kashi.ca](http://www.kashi.ca) or on Twitter or Facebook at @Kashi\_CA or [www.facebook.com/canadakashi](http://www.facebook.com/canadakashi).

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<sup>1</sup> **ABOUT THE 2016 KASHI PULSE OF THE NATION SURVEY** From June 22<sup>nd</sup> to June 23<sup>rd</sup> 2016 an online survey was conducted among 1,506 randomly selected Canadian adults who are Angus Reid Forum panelists. Discrepancies in or between totals are due to rounding.