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## KASHI ANNOUNCES PROGRESSIVE NUTRITION NEWS AND EXPANDED NON-GMO PROJECT VERIFIED OFFERINGS

MISSISSAUGA, ON, February 27, 2014 – Kashi is heating up grocery aisles across Canada by launching an exciting line-up of delicious new products packed with a nutritious punch.

Since its founding 1984, Kashi has stood for nourishing people and planet with progressive nutrition. The company is carrying on that tradition with the introduction of new cereals and snack bars featuring unique nutritious ingredients such as chia – a trend-setting superfood – and flax, and new cereal offerings that are gluten-free, certified organic, and Non-GMO Project Verified. This year, Kashi is making it easier than ever before to eat positive!

### SUGGESTED TWEET

#KashiCanada introduces delicious new gluten-free, Non-GMO Project Verified and chia infused bites: <http://bit.ly/1fhX87K>

“Canadian consumers are increasingly seeking the goodness of real food as they recognize its power to nourish their bodies and fuel their lifestyles,” said Jenn Carkner, Senior Brand Manager, Kashi Canada. “At Kashi, we start every product with simple ingredients and are constantly seeking out unique ingredients, like chia, to provide Canadians the opportunity to enjoy real, nutritious food that tastes good and delivers big benefits.”

As many Canadians consider the nutritional and environmental impact of the foods they eat, more and more are also mindfully choosing organic, Non-GMO Project Verified and gluten-free options than ever before. “As part of our commitment to progressive positive change and to meet the ever-evolving needs of our consumers, Kashi is also enhancing its range of Organic and Non-GMO Project Verified offerings,” said Carkner. “Consumers can easily spot participating Kashi cereal products on grocery store shelves by looking for the Certified Organic and Non-GMO Project Verified seals on the box.”

### FOOD TREND ALERT

As part of an ongoing commitment to deliver positive nutrition inspired by current food trends, Kashi is introducing a new selection of gluten-free, certified organic, and Non-GMO Project Verified cereal offerings for a simple yet delicious breakfast you’ll love waking up to. **Kashi Organic Promise Simply Maize** cereal features whole organic corn for hearty, crisp flakes and a touch of molasses for the perfect sweetness. **Kashi Organic Promise Indigo Morning** cereal combines a delicious blend of puffed golden corn flakes bursting with real blueberries and blackberries for a tangy sweet flavour.



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## CHIA – A NUTRITIONAL POWERHOUSE

Chia seeds are leading the way as one of the hottest food trends of 2014. Packed with protein, fibre and Omega-3s, this small-but-mighty superfood provides big nutrition in a tiny package. Now, Canadians need look no further than the snack bar aisle to add chia to their snacking routine. New **Kashi Chia Granola Bars**, available in **Cranberry Lemon** and **Dark Chocolate, Almond & Sea Salt** flavours, are bringing a unique twist to the snack bar category. And, with 0.2g of Omega-3 and 4g of fibre per 35g bar, they are as nourishing as they are delicious.



The benefits of chia are also coming to the cereal aisle with the introduction of new **Kashi Nutty Chia Flax Multigrain** cereal. Its nutty flavour, satisfyingly light crunch, and perfect blend of chia, flax and walnuts, is a delicious way to start your morning. And, with each  $\frac{3}{4}$  cup serving delivering a source of Omega-3 polyunsaturates and 5g of fibre, it's a nutritious way to start your morning, too.



## 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 Facebook at [www.facebook.com/canadakashi](http://www.facebook.com/canadakashi).

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