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For Immediate Release

**KASHI COMPANY BREWS SOMETHING NEW IN ITS
HEART TO HEART® PRODUCT LINE**

Potent Antioxidant White Tea Added

LA JOLLA, Calif. (November 14, 2007) – Long a favorite of tea drinkers in China, white tea is now popping up in the latest consumer products to hit the U.S., infusing everything from beauty products to breakfast foods with powerful antioxidants. Recognizing the natural benefits of white tea and its ability to help promote healthy arteries, Kashi Company, the premier natural food products company, has added white tea extract to its *Kashi® Heart to Heart®* cereals, instant oatmeal and waffles. The addition of white tea extract continues to support *Kashi Heart to Heart* products with a potent antioxidant rich in polyphenols that can help fight free radicals, which is a critical component to keeping arteries healthy.

“Kashi’s mission has always been to create nutritious, great tasting, all-natural products that help people achieve their best lives,” said Jeff Johnson, senior brand manager and nutritionist for Kashi Company. “By adding white tea extract to the *Kashi Heart to Heart* line, we are providing people with the latest functional ingredients available that positively impact their health.”

According to the American Heart Association, coronary heart disease is one of America’s most prevalent killers. Studies have shown that a well-balanced diet can play a vital role in overall heart health. Incorporating foods with ingredients such as white tea extract can help improve an individual’s heart health.

White tea is tea made from new growth buds and young leaves of the plant *Camellia sinensis* that are picked shortly before the buds have fully opened. Unlike black tea, which is fermented to deactivate oxidation, white tea leaves are steamed, therefore retaining the high concentrations of polyphenols which are present in fresh tea leaves.

Kashi originally launched the *Kashi Heart to Heart* line in 2001 to provide natural, nutrient-rich foods that specifically address heart health. *Kashi Heart to Heart* products offer six natural antioxidants: Vitamins E and C, beta carotene, grape seed extract, green tea extract and now, white tea extract.

“*Kashi Heart to Heart* makes taking care of your heart both easy and enjoyable,” says Johnson.

Kashi Heart to Heart cereals, instant oatmeal and waffles are available nationwide at grocery and natural food stores.

About Kashi Company

Founded in 1984, Kashi is a company on a mission to redefine how people eat to achieve their best lives. As a pioneering health food brand, Kashi is dedicated to providing great tasting, healthy and innovative foods that enable people to achieve optimal health and wellness. Its products are natural, minimally processed, and free of highly refined sugars, artificial additives and preservatives. Kashi brands include: *Kashi*[®] *GLEAN*[®] cereals, hot cereal, bars, shakes and waffles; *Kashi*[®] *Heart to Heart*[®] cereal; *Kashi*[®] *Heart to Heart*[®] instant oatmeal and waffles; *Kashi*[®] 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*[®] *Vive*[™] Digestive Wellness cereal, *Kashi*[®] *Good Friends*[®] and *Kashi*[®] *Good Friends*[®] *Cinna-Raisin Crunch*[®] cereals; *Kashi* *Mighty Bites*[™] cereal; *Kashi*[®] *Organic Promise*[®] cereals; *Kashi*[®] *TLC*[®] Crackers, Crunchy Granola Bars, Chewy Granola Bars and *Kashi*[™] *TLC*[™] Cookies; *Kashi*[™] All-Natural Frozen Entrées; and *Kashi*[™] Pilaf. For more information visit www.kashi.com.

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