



**Contact:** Katie Williams  
Formula  
619-234-0345  
[Williams@formulapr.com](mailto:Williams@formulapr.com)

### **KASHI COMPANY INTRODUCES THEIR FIRST VITALITY CEREAL**

*New Cereal Helps Promote Vitality of Five Body Systems; Sustainable Packaging Helps Maintain Harmony with the Earth*

LA JOLLA, Calif. (June 10, 2008) – In a continuing effort to find new ways to help people achieve their best life, Kashi Company, the premier natural food company, today introduced *Kashi U™*, their first cereal designed to promote the vitality of five body systems. *Kashi U* cereal features an innovative blend of *Kashi Seven Whole Grains & Sesame®* flakes, fruit clusters and walnuts, a tasty combination that helps support the heart, bones, immunity, mind and digestion.

“We created *Kashi U* to represent the unity of our body’s systems and so we made a nutritionally dense cereal for people who are proactive about maintaining personal wellness. It’s filled with delicious ingredients such as black currants, açai berries and chopped walnuts – which are not typically found in a cereal but deliver exceptional flavor and nourishment to promote vitality of some of the body’s most important functions,” says Sarah Ceccarelli, brand manager and nutritionist for Kashi.

The tantalizing blend of lightly sweetened flakes, tangy fruit and toasted walnuts is just the beginning of what makes *Kashi U* cereal a smart choice for starting the day. Each flavorful bowl is packed with a special blend of nutrients to address several vital body systems: Heart-healthy omega-3 ALA from walnuts; calcium, vitamin D, and zinc to promote bone strength; and essential vitamins A, C and E plus zinc and dark colored fruit known for their potent antioxidants for an immunity boost. Kashi’s new vitality cereal is also provides more than one half of the recommended daily intake of whole grains.\*\*

“Whole grains provide your brain with sustained energy from complex carbohydrates,” continues Ceccarelli. “As your brain consumes 20 percent of your daily energy, it’s essential to keep your mind in tune and feed it properly.”

Additionally, in support of a healthy digestive tract, each serving of *Kashi U*<sup>TM</sup> cereal provides seven grams of fiber, which includes two grams of prebiotic chicory root fiber. Unlike probiotics which are the helpful bacteria found in some foods and supplements, prebiotics help promote the growth of these beneficial bacteria in the digestive tract.

*Kashi U* cereal not only has ingredients that help promote the vitality of five body systems, it was also designed with the vitality of the environment in mind. Kashi Company encourages people to consider how their decisions affect the earth, which is why the new cereal box is not only made from 100 percent recycled paper, but also contains 80 percent post-consumer content – the highest Kashi could source. Furthermore, the printer that produces the *Kashi U* box offsets all electricity use with non-polluting wind power and uses 100 percent biodegradable vegetable inks, which means the box is completely compostable.

“At Kashi, we think our vitality extends into the world in which we live,” says Ceccarelli. “We hope we’re making it easier for people to have a positive impact on the environment during their journey to better overall health. We recognize it’s a small step, but every bit counts.”

*Kashi U* will be available in grocery stores nationwide beginning in June 2008. For more information please visit [www.kashi.com](http://www.kashi.com).

### **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*<sup>®</sup> brands include: *GLEAN*<sup>®</sup> cereals, bars, shakes and waffles; *Kashi*<sup>®</sup> *Heart to Heart*<sup>®</sup> cereal, instant oatmeal and waffles; *Kashi*<sup>®</sup> 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*<sup>®</sup> *Vive*<sup>®</sup> Digestive Wellness cereal; *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> and *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> *Cinna-Raisin Crunch*<sup>®</sup> cereals; *Kashi* *Mighty Bites*<sup>™</sup> cereal; *Kashi*<sup>®</sup> *Organic Promise*<sup>®</sup> cereals; *Kashi*<sup>®</sup> *TLC*<sup>™</sup> Crackers, Crunchy Granola Bars, Chewy Granola Bars, Cereal Bars and *Kashi*<sup>™</sup> *TLC*<sup>™</sup> Cookies; *Kashi*<sup>®</sup> All Natural Frozen Entrées; *Kashi*<sup>™</sup> All Natural Frozen Pizzas, *Kashi*<sup>®</sup> Honey Sunshine cereal, *Kashi U*<sup>™</sup> and *Kashi*<sup>™</sup> 7 Whole Grain Pilaf.

\*Contains 350mg ALA per serving, which is 21% of the 1.6g Daily Value for ALA.

\*\* Dietary Guidelines recommend 48g or more of whole grains per day.

###