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## **KASHI ADDS TWO FLAVORS OF POPULAR SOFT N' CHEWY BARS**

*New Berry Muffin and Apple Cobbler Varieties Combine Great Taste and Surprising Ingredients to Satisfy Anytime Snack Cravings*

LA JOLLA, Calif. (January 09, 2013)—Bringing out nature's best tasting ingredients, [Kashi](#), the premier natural food and lifestyle company, today announced the launch of two new flavors of its delicious Soft n' Chewy Bars—*Kashi*<sup>®</sup> Berry Muffin and *Kashi*<sup>®</sup> Apple Cobbler. With over one-third of each bar made with real fruits and veggie like apple and pumpkin, the new Berry Muffin and Apple Cobbler Soft n' Chewy Bars make the perfect anytime snack the whole family can feel good about.

“Delivering great taste and natural goodness you'll see and taste, our new Soft n' Chewy Bars are great for busy adults and kids alike,” says Keegan Sheridan, natural food and lifestyle expert at Kashi. “Berry Muffin and Apple Cobbler combine real fruit and wholesome pumpkin with Kashi's signature blend of 7 Whole Grains to provide a nutritious snack with a home-baked taste you can enjoy no matter where you are.”

Berry Muffin Soft n' Chewy Bars will delight your taste buds with a combination of sun-ripened cranberries and strawberries; and Apple Cobbler Soft n' Chewy Bars with sweet apples and a touch of warm cinnamon. Both flavors offer a good source of fiber with 4 grams, 10 grams of whole grains and are free of artificial preservatives and ingredients, as well as high fructose corn syrup. Kashi's newest flavors join [Banana Chocolate Chip Soft n' Chewy Bars](#), a scrumptious flavor combination of soft-baked banana bread with dark chocolate chips.

*Kashi* Berry Muffin and Apple Cobbler Soft n' Chewy Bars are now available at grocers and natural food retailers nationwide for a suggested retail price of \$3.79. For more information please visit [www.kashi.com](http://www.kashi.com).

### **About Kashi Company**

Founded in 1984, Kashi dreams of a world where everyone embraces natural health. As a natural lifestyle pioneer, Kashi is passionate about and committed to improving the health of people and our planet. By providing great tasting, nutritious and innovative foods, Kashi enables people to achieve optimal health and wellness, while also leading them on a path toward embracing a natural lifestyle. Kashi also champions non-profit organizations working to keep real food in the minds and

hands of communities across the country through the [Kashi REAL Project](#). To learn more about 25 years of Kashi's mission, sustainable efforts, values and roots, visit [Kashi.com](#).

Kashi's products are natural, minimally processed and free of highly refined sugars, artificial additives and artificial preservatives. *Kashi*<sup>®</sup> brands and foods include: *GLEAN*<sup>®</sup> cereals and bars; *Kashi*<sup>®</sup> *Heart to Heart*<sup>®</sup> cereal, instant oatmeal and whole grain crackers; *Kashi*<sup>®</sup> 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> cereal; *Kashi*<sup>®</sup> *Autumn Wheat*<sup>®</sup>, *Cinnamon Harvest*<sup>®</sup>, *Island Vanilla*<sup>®</sup>, *Strawberry Fields*<sup>®</sup>, *Simply Maize* and *Indigo Morning*<sup>™</sup> (organic) cereals; *Kashi*<sup>®</sup> *Honey Sunshine*<sup>®</sup> and *Berry Blossoms*<sup>®</sup> cereals; *Kashi*<sup>®</sup> *Black Currant Walnut* cereal; *Kashi*<sup>®</sup> chewy and crunchy granola bars, layered granola bars, soft-baked cereal bars, soft n' chewy bars and soft-baked squares; *Kashi*<sup>®</sup> snack crackers, pita crisps and cookies; *Kashi*<sup>®</sup> all natural frozen waffles, entrées, steam meals and pizzas; and *Kashi*<sup>®</sup> 7 Whole Grain Pilaf.

Join the Kashi community online at [www.kashi.com](http://www.kashi.com), on Facebook at [www.facebook.com/kashi](http://www.facebook.com/kashi) and visit us on YouTube at [www.YouTube.com/user/KashiCompany](http://www.YouTube.com/user/KashiCompany).

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