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## **KASHI CELEBRATES TWO NEW TASTY USDA CERTIFIED ORGANIC CEREALS**

*The Whole Family Will Enjoy the Delicious Combination of Naturally-Sweet Fruit and Whole Grains in Berry Fruitful and Blackberry Hills*

LA JOLLA, Calif. (December 13, 2012)—[Kashi](http://www.kashi.com), the premier natural food and lifestyle company, has introduced two USDA Certified organic cereals, *Kashi*® *Berry Fruitful* and *Kashi*® *Blackberry Hills*™, which bring together real organic fruit and whole grains, for a delicious breakfast to start your day.

*Berry Fruitful* features shredded wheat biscuits with a flavorful berry filling made with real, organic fruit, including Concord grapes, apples, raspberries and strawberries. *Blackberry Hills* pairs organic whole grain rice and wheat flakes with tangy organic blackberries for a taste that's sweet and delicious.

“We’re excited to introduce two scrumptious additions to our growing list of USDA Certified organic cereals that will make eating well easier,” says Keegan Sheridan, natural food and lifestyle expert at Kashi. “We’ve always believed that nature makes the best-tasting ingredients, like the hearty whole grains and luscious organic fruit you can see and taste in our *Berry Fruitful* and *Blackberry Hills* cereals.”

In addition to providing simple yet tasty ingredients, *Berry Fruitful* and *Blackberry Hills* deliver positive nutrition in every bite. Each serving of *Berry Fruitful* provides 6g of fiber, an excellent source, and 46g of whole grains, which is nearly 100 percent of the recommended daily value.\* *Blackberry Hills* offers a good source of fiber with 3g and has 16g of whole grains per serving. Like all Kashi foods, both cereals are free of preservatives, artificial flavors, colors and high fructose corn syrup.

*Berry Fruitful* and *Blackberry Hills* will also carry the official Non-GMO Project Verified seal and join Kashi’s nine other Non-GMO Project Verified foods, *Autumn Wheat*®, *Cinnamon Harvest*®, *Island Vanilla*®, *Strawberry Fields*®, *Simply Maize*, *Indigo Morning*™ (organic) cereals, 7 Whole Grain Flakes and 7 Whole Grain Puffs cereals, and 7 Whole Grain Pilaf.

*Berry Fruitful* and *Blackberry Hills* cereals are available at grocers and natural food retailers nationwide for a suggested retail price of \$3.99. For more information, please visit [www.kashi.com](http://www.kashi.com).

\* The Whole Grains Council recommends 48g of whole grains per day

**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.

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