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## **KASHI LAUNCHES TASTY NEW SOFT-BAKED SQUARES WITH SURPRISING, NUTRITIOUS INGREDIENTS**

*Innovative Chocolate and Almond Treats Provide Win-Win Snacking Option for Both Parents and Their Children*

LA JOLLA, Calif. (June 6, 2012)—To help moms make smart food choices for their kids, [Kashi](#), the premier natural food and lifestyle company, today introduced new *Kashi*<sup>®</sup> Soft-Baked Squares. Available in Chocolate and Almond varieties, the Soft-Baked Squares combine unexpected real food ingredients, such as sweet potatoes and beans, with Kashi's signature blend of 7 Whole Grains to offer great taste and nutrition in a unique snack food the whole family will love.

"We know that parents are always on the lookout for good-for-you foods that their kids will enjoy eating," says Keegan Sheridan, natural food and lifestyle expert for Kashi. "Our new family-friendly Soft-Baked Squares give moms and dads a 'win-win' option as a great-tasting lunchbox or afterschool snack that provides surprising nutrition through wholesome ingredients."

***Kashi* Chocolate Soft-Baked Squares** are a tasty and nutritious twist on a favorite soft-baked chocolatey snack. Combining rich cocoa, chocolate chunks and agave for a touch of natural sweetness, these treats also contain unique and nutritious ingredients, including sweet potatoes and black beans. Each square provides a good source of fiber with 4g\* and 10g of whole grains.

***Kashi* Almond Soft-Baked Squares** have a deliciously nutty taste topped with crunchy almond slices and made with agave for a hint of natural sweetness. With 4g of fiber\*\* and 14g of whole grains, each square is made with sweet potatoes and garbanzo beans to provide a surprising and delicious way for parents and their kids to get positive nutrition.

*Kashi* Soft-Baked Squares are made with no synthetic colors and artificial flavors, preservatives and sweeteners and no high fructose corn syrup. They are now available at grocers and natural food retailers nationwide in the snack aisle for a suggested retail price of \$3.79 per box, which contains five individually-wrapped squares. For more information please visit [www.kashi.com](http://www.kashi.com).

\**Kashi* Chocolate Soft-Baked Squares have 2 grams of protein and 6 grams of fat per serving (1 square)

\*\**Kashi* Almond Soft-Baked Squares have 3 grams of protein and 6 grams of fat per serving (1 square)

### **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 encourages people to live their best lives through its interactive online community at Kashi.com and the Kashi REAL Tour, a lifestyle immersion program and national grassroots tour that educates people about the importance of natural foods and healthy living. The company 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, get inspired by the [Yearbook](#) on Kashi.com.

Kashi's products are natural, minimally processed and free of highly refined sugars, artificial additives and 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> cereals; *Kashi*<sup>®</sup> *Autumn Wheat*<sup>®</sup>, *Cinnamon Harvest*<sup>®</sup>, *Island Vanilla*<sup>®</sup> and *Strawberry Fields*<sup>®</sup> (organic) cereals; *Kashi*<sup>®</sup> *Honey Sunshine*<sup>®</sup>, *Berry Blossoms*<sup>®</sup> and *Golden Goodness*<sup>™</sup> cereals; *Kashi*<sup>®</sup> *Black Currant and Walnut* cereal; *Cocoa Beach*<sup>™</sup>, *Mountain Medley*<sup>®</sup> and *Summer Berry*<sup>™</sup> granola; *Kashi*<sup>®</sup> Pita Crisps; *Kashi*<sup>®</sup> chewy and crunchy granola bars, layered granola bars, soft-baked cereal bars; *Kashi*<sup>®</sup> snack crackers and cookies; *Kashi*<sup>®</sup> all natural frozen waffles, entrées 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](https://www.facebook.com/kashi) and visit us on YouTube at [www.YouTube.com/user/KashiCompany](https://www.YouTube.com/user/KashiCompany).

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