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KASHI INTRODUCES ZESTY BBQ RECIPE CHICKEN PIZZA

New Flavor Combines Tender White Chicken and Savory BBQ Sauce for a Unique Spin on an American Classic

LA JOLLA, Calif. (January 31, 2013)—Kashi, the premier natural food and lifestyle company, today introduced its new *Kashi*[®] BBQ Recipe Chicken Pizza, a naturally nutritious and delicious addition to Kashi's frozen pizza family. The newest option offers a hearty combination of tender white meat chicken, caramelized onions, mozzarella and cheddar cheeses, cilantro and cherrywood smoke-flavored barbeque sauce.

"We created the Kashi BBQ Recipe Chicken Pizza to offer a convenient and better-for-you twist on the American classic," says Jeff Johnson, senior nutritionist and natural food and lifestyle expert at Kashi. "The flavorful combination of our tangy barbeque sauce with real, wholesome ingredients is sure to spark your appetite and get your attention."

Like all of Kashi's Thin Crust Frozen Pizzas, the pizza crust is made with *Kashi 7 Whole Grains & Sesame*[™] with flax seed and is wood-fired to bring out its natural flavors. Each serving of this tasty pizza has 5g of fiber*, 15g of protein and 10g of whole grains.

Kashi BBQ Recipe Chicken Pizza is now available in the frozen aisle of grocers and natural food retailers nationwide for a suggested retail price of \$5.99. The new offering joins five other Thin Crust Pizza varieties from Kashi including Four Cheese, Roasted Vegetable, Mushroom Trio & Spinach, Margherita and Mediterranean. For more information, visit www.kashi.com.

* *Kashi* BBQ Recipe Chicken Pizza contains 7g of fat and 590mg of sodium per serving

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*[®] brands and foods include: *GOLEAN*[®] cereals and bars; *Kashi*[®] *Heart to Heart*[®] cereal, instant oatmeal and whole grain crackers; *Kashi*[®] 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*[®] *Good Friends*[®] cereal; *Kashi*[®] *Autumn Wheat*[®], *Cinnamon Harvest*[®], *Island Vanilla*[®], *Strawberry Fields*[®], *Simply Maize* and *Indigo Morning*[™] (organic) cereals; *Kashi*[®] *Honey Sunshine*[®] and *Berry Blossoms*[®] cereals; *Kashi*[®] *Black Currant Walnut* cereal; *Kashi*[®] chewy and crunchy granola bars, layered granola bars, soft-baked cereal bars, soft n' chewy bars and soft-baked squares; *Kashi*[®] snack crackers, pita crisps and cookies; *Kashi*[®] all natural frozen waffles, entrées, steam meals and pizzas; and *Kashi*[®] 7 Whole Grain Pilaf.

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