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KASHI UNLOCKS THE POWER OF PLANTS TO FUEL LIVES IN MOTION

New GOLEAN Foods Features Plant-Based Ingredients that #GoTogether to Make Gluten Free Goodness

SOLANA BEACH, Calif., Feb. 16, 2015 – [Kashi®](#) is writing the next chapter in its plant-powered nutrition story with two new products that are grounded in a synergistic blend of clean ingredients – [GOLEAN Clusters Vanilla Pepita Cereal](#) and [GOLEAN Plant Powered Bars](#). With nutritious ingredients like ancient grains, nuts, seeds and pulses, these new offerings deliver complete plant protein and a gluten free nutritional punch for whole body health.

Kashi has always been a firm believer that eating more plants is a catalyst for a healthy life and the message is resonating. This year, the [US Dietary Guidelines for Americans](#) focused on eating more nutrient-dense and plant-based foods, with fruits, vegetables, and whole grains provided as key examples. There are also a number of [organizations](#) increasingly advocating for a healthy lifestyle that focuses on plant-based eating. Diet plays an important role especially in active lifestyles, and plant-based foods in the right combination can be a great way to get the nutrition bodies need to perform, including complete protein^{1,2,3}. The new GOLEAN products offer a unique combination of nutritious ingredients for those who seek out plant-based foods to fuel their performance without soy or gluten.

Crispy, Crunchy Clusters of Plant-Based Goodness

Kashi GOLEAN Clusters Vanilla Pepita Cereal puts a new, progressive spin on the satisfying taste and texture of GOLEAN. Featuring a tasty blend of plant-powered ingredients that simply #GoTogether, like popped sorghum, rolled red beans, pea crisps, nutty pepitas and real vanilla, this light and crispy cereal provides inherent, balanced nutrition you'd expect from nature – such as good fats, fiber and phytonutrients. And with 9 grams of protein and 6 grams of fiber*, it provides great nutrition to support your active lifestyle.

Plant Powered Bars in Next-Level Flavors

Kashi GOLEAN Plant Powered Bars are waking up taste buds with four unique flavors: Salted Dark Chocolate & Nuts; Honey Pecan Baklava; Dark Chocolate Cashew Chia; and Peanut Hemp Crunch. Each bar is made with a blend of chewy grains, crunchy nuts, seeds and pea crisps topped with a smooth nut butter, or sunflower seed butter layer for a satisfyingly delicious, multi-sensory experience. Each Plant Powered bar delivers 8 grams of protein, 4 grams of fiber and nourishing goodness that you can take wherever you go.**

Cracking the Code on Protein & Balance

In order to be considered complete, a protein must contain all nine essential amino acids needed for the body to function. Not only has *Kashi* cracked this code in its GOLEAN recipes by bringing together the right plant-powered ingredients, but the new foods also provide essential nutrients for healthy lifestyles such as fiber and iron – without relying on soy or gluten-based ingredients.

“At Kashi, we take pride in curating plant-based ingredients like pulses, seeds and grains in a way that no one else can to create amazing food experiences that enable uplifting health,” said David Denholm, CEO

of Kashi. “We thoughtfully crafted the new GOLEAN recipes to nourish and fuel active lifestyles, without relying on gluten or soy, to meet people’s nutrition needs. We’re excited to say gluten free has never tasted so good and been so good for you.”

New Kashi products are now available at select grocers and natural food retailers nationwide. For more information, visit www.Kashi.com.

- **Click to Tweet:** Gluten free has never tasted so good! Check out @KashiFoods latest GOLEAN foods: plant-powered and gluten free, without relying on soy
- **Click to Tweet:** New @KashiFoods GOLEAN plant-powered cereal and bars offer balanced nutrition for an active lifestyle
- **Click to Tweet:** New @KashiFoods GOLEAN products are made with ingredients that #GoTogether - pea crisps, popped sorghum, and rolled red beans!

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 progressive foods, Kashi enables people to achieve optimal health and wellness, while also leading them on a path toward embracing a natural lifestyle. Kashi is committed to using organic ingredients as much as possible and those that have not been genetically modified, and the brand is the largest provider of Non-GMO Project Verified cereals in the U.S. To learn more about 30 years of Kashi’s mission, sustainable efforts, values and roots, check out [What We Believe](#) on Kashi.com.

Kashi’s products are minimally processed and free of highly refined sugars, artificial additives and preservatives. Kashi® brands and foods include GOLEAN® cereals; Kashi® Heart to Heart® cereal; Kashi® 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; Kashi® Autumn Wheat®, Cinnamon Harvest®, Island Vanilla®, Simply Maize®, Indigo Morning™, Berry Fruitful® and Strawberry Fields® (organic) cereals; Kashi® Pita Crisps, and hummus crisps; Kashi® chewy and crunchy granola bars, layered granola bars, soft-baked cereal bars; Kashi® snack crackers; Kashi® frozen waffles, entrées and Kashi® 7 Whole Grain Pilaf.

Join the Kashi community online at on Facebook at www.facebook.com/kashi, Twitter <https://twitter.com/kashifoods> and visit us on YouTube at www.youtube.com/user/kashi.

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1 Barr, Susan I., and Candice A. Rideout. “Nutritional considerations for vegetarian athletes.” *Nutrition* 20.7 (2004): 696-703.

2 Nieman DC. *Physical fitness and vegetarian diets: is there a relation?* *Am J Clin Nutr* 1999;70(suppl):570S.

3 Haub MD, Wells AM, Tarnopolsky MA, Campbell WW. *Effect of protein source on resistive-training-induced.*

*Each serving of Kashi GOLEAN Clusters Vanilla Pepita Cereal offers 9g protein, 6g fiber, 22g whole grains per serving, and 6g fat per serving

**Each serving of Kashi GOLEAN Plant Powered Bars offer 4g of fiber and 8g of multi-source protein (nuts, seeds, grains, and non-soy legumes), and 10- 12g of fat