



**Contact:** Katie Williams  
Formula  
619-234-0345  
[williams@formulapr.com](mailto:williams@formulapr.com)

**KASHI COMPANY MAKES POSITIVE NUTRITION PORTABLE WITH NEW  
TLC™ SNACK CRACKER INDIVIDUAL PACKS**

*New Single Serve TLC™ Snack Cracker Pouches Make Grab and Go Snacking Nutritious*

LA JOLLA, Calif. (February 17, 2009) – Kashi Company, the premier natural food company, today announced that it will expand its current *Kashi TLC* Cracker family to include Snack Cracker Packs, convenient single-serve pouches that give people on the go an option to grab something with positive nutrition and that tastes great. The *TLC* Snack Crackers are made with Kashi's signature blend of *Seven Whole Grains & Sesame*® and pouches will be available in our existing Original 7 Grain, Country Cheddar, and Fire Roasted Vegetable flavors to satisfy any craving.

“We understand that people today are starved for time, but we don't want them to be starved for wholesome and nutritious snack options,” says Keegan Sheridan, natural food and lifestyle expert for Kashi. “The new packaging makes better-for-you, all natural snacking easy for people on the go by giving them a simple little snack pouch they can grab as they head out the door.”

There are a variety of snack pouches available today, but a number of them are made with unhealthy ingredients and are lacking in important nutrients. Each individual Kashi Snack Cracker Pack is made without any hydrogenated oils and has zero grams trans fat, making it a better-for-you snack option any time of day.

“While it is ideal for people to lay out a daily plan for healthy snacking, we recognize that it can be a challenge. It's our hope that Kashi's new Snack Cracker Packs help them stay on track,” explains Sheridan. “This convenient, new offering joins our *TLC* family of snacks and furthers our goal of providing people with great tasting foods that they can feel great about eating.”

The new *TLC* Snack Cracker Packs will be available in both a six-count box of the Original 7 Grain or an appetizing variety pack of the three flavor offerings, and will be on retailers' shelves nationwide beginning January 2009.

## **About Kashi Company**

Founded in 1984, Kashi is a company on a mission to redefine how people eat to achieve their best lives. As a pioneering health food brand, Kashi is dedicated to providing great tasting, healthy and innovative foods that enable people to achieve optimal health and wellness. Its products are natural, minimally processed, and free of highly refined sugars, artificial additives and preservatives. *Kashi*<sup>®</sup> brands include: *GLEAN*<sup>®</sup> cereals, bars, shakes and waffles; *Kashi*<sup>®</sup> *Heart to Heart*<sup>®</sup> cereal, instant oatmeal and waffles; *Kashi*<sup>®</sup> 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*<sup>®</sup> *Vive*<sup>®</sup> Digestive Wellness cereal; *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> and *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> *Cinna-Raisin Crunch*<sup>®</sup> cereals; *Kashi* *Mighty Bites*<sup>®</sup> cereal; *Kashi*<sup>®</sup> *Organic Promise*<sup>®</sup> cereals; *Kashi*<sup>®</sup> *TLC*<sup>™</sup> chewy and crunchy granola bars, fruit & grain bars, soft-baked cereal bars, *TLC*<sup>®</sup> party and snack crackers, and *Kashi*<sup>™</sup> *TLC*<sup>™</sup> Chewy Cookies; *Kashi*<sup>®</sup> All Natural Frozen Entrées; *Kashi*<sup>™</sup> All Natural Frozen Pizzas, *Kashi*<sup>®</sup> *Honey Sunshine*<sup>™</sup> cereal, *Kashi* *U*<sup>™</sup> and *Kashi*<sup>™</sup> 7 Whole Grain Pilaf.

###