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### **For Immediate Release**

## **KASHI COMPANY SPICES UP ALL NATURAL FROZEN ENTRÉES WITH EXOTIC FLAVOR COMBINATIONS**

*Bold New Dishes Bring Variety and Positive Nutrition to the Frozen Aisle*

LA JOLLA, Calif. (September 1, 2009) – Kashi Company, the premier natural food company, today announced that it is expanding its current all natural frozen entrée family to include two new exotic flavors: Red Curry Chicken and Veggie Chana Masala. The new varieties combine Kashi's signature 7 Whole Grain Pilaf with unique, ethnic-inspired flavors to offer savory, good-for-you meal options.

“At Kashi, we understand that convenience is important when making food choices, but that doesn't mean you have to sacrifice positive nutrition. Our two new entrees offer more variety to what you typically might find in the frozen aisle—with surprising ingredients including bok choy, kale and edamame,” said Keegan Sheridan, natural food and lifestyle expert for Kashi. “We are excited to add adventurous flavor combinations to our existing all natural, frozen entrée family.”

The new flavor combinations include:

- **Red Curry Chicken:** Combining the heat of zesty, Thai red curry sauce over a bed of *Kashi*<sup>™</sup> 7 Whole Grain Pilaf with unique ingredients, including fire roasted sweet potato, red peppers, bok choy, bamboo shoots and kale, this entree makes an enticing, spicy meal with exceptional nutrition. This dish offers up tasty, all natural nutrition with 18 grams of protein, 39 grams of whole grains and 7 grams of fiber.
- **Veggie Chana Masala:** Experience the tantalizing flavors of a favorite Indian dish with this new vegetarian and vegan-friendly entrée. The new Veggie Chana Masala layers a bed of *Kashi* 7 Whole Grain Pilaf topped with tangy garam masala sauce with chickpeas, red peppers, fire roasted eggplant, carrots and edamame. This tasty recipe provides all natural nutrition including 25 grams of whole grains, 11 grams of protein and 8 grams of fiber.

*Kashi*<sup>®</sup> All Natural Red Curry Chicken and Veggie Chana Masala Frozen Entrees are now available in retailers' freezers nationwide. For more information, please visit [www.Kashi.com](http://www.Kashi.com).

### **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: *GOLEAN*<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*<sup>®</sup> *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.

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