



Contact: Alex Anzalone
Formula
619-234-0345
anzalone@formulapr.com

**KASHI COMPANY HELPS PEOPLE ON-THE-GO EAT BETTER WITH
ALL-NATURAL FROZEN POCKET SANDWICHES**

New Heated Pockets Join the Kashi Family of Convenient Whole Grain Meals

LA JOLLA, Calif. (May 28, 2008) – Kashi Company, the premier natural food company, has created three new, all-natural *Kashi*[™] Pocket Bread sandwiches to make it even easier for everyone to heat and enjoy delicious foods made with whole grains. The three new *Kashi* Pocket Bread sandwiches are made with the signature *Kashi Seven Whole Grains & Sesame*[®] blend and are stuffed with sandwich favorites including flavorful vegetables, zesty sauces and marinated chicken and turkey.

“At Kashi, we understand that people want foods that are not only quick and easy to prepare, but that also taste great and provide positive nutrition. Our handheld pocket bread sandwiches require just four minutes of preparation time in a microwave to make it extremely convenient to enjoy warm and nourishing food when prep time is limited,” says Sarah Lowrey Ceccarelli, *Kashi* brand manager and nutritionist.

In addition to convenience, *Kashi*[™] Pocket Bread sandwiches feature unique flavor combinations and good-for-you ingredients. Made with Kashi’s unique blend of *Seven Whole Grains & Sesame* plus flax seeds, each sandwich contains no trans fats or preservatives, and provides 21 grams of whole grains, four grams of fiber, between 10 and 15 grams of protein and 400 mgs of ALA Omega-3 fatty-acids in three delectable varieties:

- **Turkey Fiesta** captures the Southwestern palette with turkey; roasted corn, red pepper strips, and red onion strips. The addition of black beans and a southwest sauce with a hint of jalapeno is perfect for those who love a meal with a kick.
- **Veggie Medley** is an enticing vegetarian option filled with a colorful combination of roasted red bell peppers, onions, zucchini, mushrooms, yellow carrots, broccoli florets and sun-dried tomato. The vegetables are complemented by the addition of white beans and a balsamic vinegar and basil sauce.
- **Chicken Rustico** is full of flavor in every bite, combining marinated garlic chicken, spinach, fire roasted red peppers, crimini mushrooms with parmesan cheese and a roasted garlic, white wine tomato sauce.

“The pocket bread sandwiches are simple to prepare, which makes them a great choice for a quick lunch at the office or in between errands,” says Ceccarelli. “By adding a small green salad and a piece of fresh fruit, *Kashi*[™] Pocket Bread sandwiches are the perfect meal choice to provide true sustenance during your day.”

Kashi[™] Frozen Pocket sandwiches in “Turkey Fiesta,” “Veggie Medley” and “Chicken Rustico,” will be sold in the grocer’s freezer section at retailers nationwide beginning in June 2008.

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 brands include: *Kashi*[®] *GLEAN*[®] cereals, hot cereal, bars, shakes and waffles; *Kashi*[®] *Heart to Heart*[®] cereals, instant oatmeal and waffles; *Kashi*[®] 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*[®] *Vive*[®] Digestive Wellness cereal, *Kashi*[®] *Good Friends*[®] and *Kashi*[®] *Good Friends*[®] *Cinna-Raisin Crunch*[®] cereals; *Kashi* *Mighty Bites*[™] cereal; *Kashi*[®] *Organic Promise*[®] cereals; *Kashi*[®] *TLC*[™] Crackers, Crunchy Granola Bars, Chewy Granola Bars and *Kashi*[™] *TLC*[™] Cookies; *Kashi*[®] All-Natural Frozen Entrées; and *Kashi*[™] Pilaf. For more information visit www.kashi.com.

###