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Talk About An Evolution!

Cascadian Farm Expands Granola Cereal and Bars Selections with Organic Category Firsts; Contemporary New Packaging Rolls Out Nationwide

Minneapolis, September 17, 2008 – What do organic pumpkin seeds, rich dark chocolate, cashews, dried tart cherries and cranberries, almonds, and whole grain oats have in common? These irresistible ingredients are part of the organic granola evolution, including ready-to-eat cereal and good-to-go snack bars, in stores now from Cascadian Farm. The popular organic foods maker brings a total of four products to market, including two category firsts with the introduction of a Dark Chocolate Almond Granola and Sweet & Salty Granola Bars.

“Granola fans who have tried the new cereals and granola bars tell us they love the goodness, quality and of course great taste in every bite,” said Amy Clark, marketing manager for Cascadian Farm. “Whether it’s a Sweet & Salty Mixed Nut granola bar, which combines the favorite flavors of chocolate, almonds, cashews and peanuts, or a hearty bowl of our Fruit and Nut granola bursting with wholesome seeds, nuts and dried fruits, these granola choices are sure to satisfy.”

In addition, Cascadian Farm is introducing updated packaging with a new logo, contemporary photography and story profiles featuring Cascadian Farm farmer partners. The fresh look, which celebrates the brand’s rural heritage dating back to 1972, can be found on Cascadian Farm organic bars and cereals in stores now. This refreshed packaging will eventually extend to the brand’s frozen fruits and vegetables, juice concentrates, and fruit spreads.

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“As we talked with people who enjoy Cascadian Farm foods, we realized we had a nice opportunity to tell our story right on our packages,” Clark added. “We’re hoping people who may not be as familiar with our heritage will be able to learn a bit more about us and how food from Cascadian Farm is a good choice for them and their family.”

Granola Cereals: From Farm To Table

Chocolate lovers can start their day with a delicious bowl of Cascadian Farm Dark Chocolate Almond granola. While chocolate is a familiar cereal aisle flavor, Cascadian Farm identified a niche opportunity and unveils an organic specialty where dark chocolate is baked into wholesome ingredients—such as whole grain oats, wheat, barley and crisp rice— to create rich, crunchy clusters. Almond slices and granola bits are then tossed with the clusters resulting in a flavorful morning breakfast option, or a tasty topper for yogurt and ice cream.

A blend of premium, nutrient-dense ingredients make up hearty Fruit and Nut granola: organic whole grain oats, crisp rice, raisins, dried cherries, dried cranberries, sunflower and pumpkin seeds and almonds. Both new granolas have a suggested retail price of \$4.59. They’ll join the line-up of other popular Cascadian Farm granola varieties including Cinnamon Raisin, Maple Brown Sugar and Oats & Honey.

Sweet & Salty Granola Bars: Indulgent Goodness

Peanut Pretzel and Mixed Nut are the first organic Sweet & Salty chewy granola bars available for folks who enjoy their granola in a handy, to-go form. The Mixed Nut bar combines rolled oats with cashews, almonds and peanuts, while Peanut Pretzel stays true to its name with crunchy pretzels and peanuts. The bottom of each bar is coated in a rich chocolate-flavored layer.

Cascadian Farm New Granola Cereals and Sweet & Salty Bars

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Suggested retail price is \$4.39 for a 6.2 oz box containing five bars. Look for these in the natural/organic snack aisle next to other popular Cascadian Farm chewy granola bar flavors, such as Chocolate Chip, Fruit & Nut, Harvest Berry, Peanut Butter Chip and Vanilla Chip.

For more information on Cascadian Farm products and great recipes using organic foods, visit www.cascadianfarm.com.

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