



Kinnikinnick Foods Inc. ®

Gluten Free Has Never Tasted So Good

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Graham-Style & Chocolate Flavors Join Kinnikinnicks Popular Line Of Gluten, Dairy & Nut-Free KinniKritters Animal Cookies

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Committed to offering children on a gluten, dairy and nut-free diet the widest possible range of delicious, fun and nutritious foods, Kinnikinnick – North America’s leading gluten-free baked goods manufacturer – is adding two flavors to its popular line of KinniKritters Animal Cookies line: Graham-Style and Chocolate.

Also free of wheat, casein, lactose, tree nuts and peanuts, KinniKritters have proven a hit not only with children on special diets, but with mainstream families looking to trade up to far healthier yet equally tasty snack and baked goods alternatives.



In addition to their great taste, KinniKritters offer another hugely important benefit to kids and their parents: safety from cross contamination. Not only does Kinnikinnick go to extraordinary lengths to ensure the purity and quality of all its products, the company operates the largest dedicated gluten-free and nut-free bakeries in North America.

Sold in 8-ounce packages featuring prominent new Dairy-Free and Nut-Free logos,

KinniKritters’ two new flavors will be available at select health food and traditional grocery stores in both the United States and Canada for an SRP of \$3.99 per box come July 2010, with an introduction in the Midwest and Eastern U.S. this April. All three KinniKritters flavors, however, can be purchased immediately by consumers and retailers on the www.kinnikinnick.com website.

“Kids have loved our KinniKritters since they were first introduced,” says Kinnikinnick Foods’ CEO Jerry Bigam. “Given the response to our original flavor, we’re confident the new Graham-Style and Chocolate varieties will also quickly become favorites among conscientious shoppers and further establish Kinnikinnick as the definitive gluten, dairy and nut-free baked goods brand on the market today.”

About Kinnikinnick Foods

Based in Edmonton, Canada, Kinnikinnick Foods is North Americas leading source of deliciously diverse baked goods products created for those maintaining a gluten, dairy and/or nut-free diet, as well as for mainstream consumers looking for healthier food alternatives. Kinnikinnick runs the largest dedicated gluten-free and nut free bakery in North America, thus ensuring that its retail and foodservice customers enjoy the most variety of uncontaminated, risk-free food products available today. For more information, please visit www.kinnikinnick.com.

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