



**Kinnikinnick Foods Inc. ®**

**Gluten Free Has Never Tasted So Good**

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## **Kinnikinnick Expands Presence at Kroger**

**Gluten And Dairy-Free Products Go National This June**

**Edmonton, Canada - June 3, 2010**

Kinnikinnick, North America's leading gluten-free baked goods manufacturer, today expands its distribution agreement with Kroger Co., America's largest traditional grocery retailer.

Kroger is introducing a number of Kinnikinnick products for the first time to Kroger store locations nationwide and is expanding distribution of products across the country that until now have only been available at select locations. Some SKUs will gain distribution in an additional thousand store locations.

Starting in June, the following 14 Kinnikinnick products will be available nationally to Kroger consumers:

- Tapioca Rice New York Style Plain Bagels
- Original Homestyle Waffles
- Cinnamon and Brown Sugar Homestyle Waffles
- Cinnamon Sugar Donuts
- Blueberry Muffins
- White Sandwich Bread
- Italian White Tapioca Rice Bread
- Tapioca Rice English Muffins
- Hot Dog Buns
- Tapioca Rice Hamburger Buns
- Cinnamon Raisin Bagels
- Vanilla Dipped Donuts
- Chocolate Chip Muffins
- Pizza Crust



We are encouraged by Kroger's continuing commitment to serve consumers with specific dietary needs. For the over 3 million Americans with an intolerance to gluten, we are glad to be working together to make nationally available a wider selection of quality,

gluten-free options,” said Kinnikinnick Foods’ CEO Jerry Bigam.

### **About The Kroger Co.**

Kroger, the UNited States largest traditional grocery retailer, employs more than 326,000 associates who serve customers in 2,469 supermarkets and multi-department stores in 31 states under two dozen local banner names, including Kroger, City Market, Dillons, Jay C, Food 4 Less, Fred Meyer, Fry’s, King Soopers, QFC, Ralphs and Smith’s. The company also operates 773 convenience stores, 392 fine jewelry stores, 850 supermarket fuel centers and 40 food processing plants in the U.S. Kroger, headquartered in Cincinnati, Ohio, focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local organizations in the communities it serves. For more information about Kroger, please visit [www.kroger.com](http://www.kroger.com).

### **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](http://www.kinnikinnick.com).

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