



Kinnikinnick Foods Inc. ®

Gluten Free Has Never Tasted So Good

Contact: Shaina Zalma
Crier Communications
(310) 274-1072, ext. 203
shaina@crierpr.com

Kinnikinnick Introduces Gluten-Free Panko Style Bread Crumbs

Tasty & Nutrition-Packed Product Already Garnering Loyal Mainstream Consumer Following

Edmonton, Canada - April 12, 2010

Kinnikinnick Foods (www.kinnikinnick.com) today introduces a new line of gluten, dairy and nut-free Panko Style Bread Crumbs that in early taste tests has been praised for its exceptional flavor, freshness and versatility not only by people following a special diet, but by mainstream consumers as well.

Every bit as delectable and far more nutritious than traditional bread crumbs, Kinnikinnick's preservative-free new Panko Style Bread Crumbs are perfect for coating chicken, pork, fish and vegetables. Formulated to become exceptionally crispy (and stay that way even the next day), the new bread crumbs consistently stick to foods and never absorb too much oil during the cooking process.

Sold in 12.5 ounce packages featuring prominent new Dairy-Free and Nut-Free logos, Kinnikinnick's Panko Style Bread Crumbs will debut in April at health food and traditional grocery stores in both the United States and Canada at an SRP of \$4.99. Effective immediately, however, consumers and retailers can order the new product on the www.kinnikinnick.com website.



In addition to their great taste, Kinnikinnick's new Panko Style Bread – like all Kinnikinnick products – offer another hugely important benefit to consumers: safety from cross-contamination. Not only does Kinnikinnick go to extraordinary lengths to ensure the purity and quality of all its products, but the company operates the largest dedicated gluten-free and nut-free bakery in North America.

"I may be a bit biased," says Kinnikinnick Foods' CEO Jerry Bigam, "but these bread

crumbs are easily as tasty and satisfying as any mainstream product out there – a reaction shared by the many amateur and professional chefs who’ve sampled the product to date. I’m confident this will be one of the most successful new product launches in Kinnikinnick’s history and look forward to expanding our new bread crumbs line over the years ahead.”

About Kinnikinnick Foods

Based in Edmonton, Canada, Kinnikinnick Foods is North America’s 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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