



Kinnikinnick Foods Inc. ®

Gluten Free Has Never Tasted So Good

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

Kinnikinnick - A Healthy Mixture of Taste & Product Diversity Ideal For Those With Special Dietary Needs

A Company As Unique As Its Name

Edmonton, Canada - April 12, 2010

How wonderfully appropriate that Kinnikinnick is the Algonquin word for mixture because no company comes close to offering such a delectably diverse mix of products for people with special dietary needs as Kinnikinnick Foods.

Determined to bring the joy of eating back to millions of adults and children once resigned to a steady diet of barely palatable foods by virtue of their intolerance to gluten, dairy and/or nuts, Kinnikinnick has – not surprisingly - built an incredibly loyal consumer following over the years. What’s more, so appealing are the brand’s products that many of them are even garnering a similarly loyal following among mainstream consumers as well.

In early 2010, for example, Kinnikinnick introduced a line of Panko Style Bread Crumbs not only perfect for coating chicken, pork, fish and vegetables, but so delicious they are also being fully embraced by those not following a gluten-free diet.

Other “crossover” products from the company include Animal Cookies; Pancake & Waffle Mixes; Chocolate Dipped Donuts; Graham-Style Crumbs; and Pizza Crust, along with dozens of other baked good items that are every bit as tasty as their conventional alternatives.

In addition to maintaining an unwavering commitment to superior taste and product innovation, Kinnikinnick has also earned its stellar reputation among consumers by adhering to exceptionally strict manufacturing standards. Recognizing the concern so many rightfully people have about cross-contamination in their foods, the company operates the largest dedicated gluten-free and nut-free bakery in North America.

A Company As Unique As Its Name

So what’s with that name anyway? Well, back in the late 1980’s, Ted Wolff Von Selzam was looking for a new career after spending a few years working for a natural health co-op in Germany. After re-locating to Edmonton, Canada, he began making bakery products for the Farmer’s Market and one day someone asked him if he could make gluten-free items. Ted then proceeded to make some of the worst gluten-free products



ever made.

Fortunately, though, he kept trying, and by the mid-90's he was doing the exact opposite - making the very best-tasting gluten-free baked goods in town (or anywhere else, for that matter). In 1997, Jerry Bigam and his wife Lynne (who has celiac disease) bought into the company with a passionate determination to take Ted's products to a much wider audience.

The brand name they chose - Kinnikinnick - quickly proved as memorable to consumers (three "k's" in one word?!) as it was difficult to pronounce or spell. Best of all, the word's life-affirming origins struck a chord with the Bigams: kinnikinnick actually refers to a "Bearberry" plant whose leaves were made into medicinal healing teas by Native Americans and whose Vitamin C-rich berries were a key ingredient used in pemmican, a life sustaining product during the winter months (mountain bears eat the berries before they hibernate and as their first source of food in the spring).

"Whether it's our name or our products, we like to do things a little differently around here," says Jerry Bigam. "Most of all, we want those who follow a special diet and those looking for healthier baked good products to know Kinnikinnick cares about the quality and taste of the foods they eat and will remain a brand they can trust throughout their lives."

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.

###

[Kinnikinnick Home](#)