



Kinnikinnick Foods Inc. ®

Gluten Free Has Never Tasted So Good

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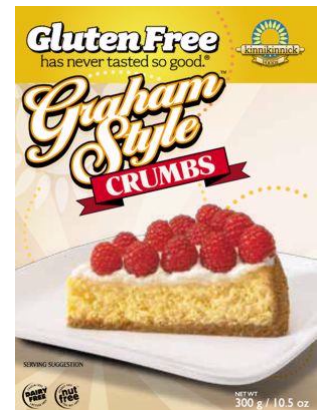
New Graham Style Crumbs Ideal For Gluten-Free Baking At Home

Kinnikinnick Launches Healthy Baking Option Ideal for Pie Crust Or Cheesecake

Edmonton, Canada - April 12, 2010

Kinnikinnick Foods (www.kinnikinnick.com) today introduces gluten, dairy and nut-free Graham Style Crumbs perfectly suited for at-home cooks following a special diet or anyone seeking a healthier yet equally delicious baking option. Ideal for making pie crust and cheesecake (or as an ice cream topping) Kinnikinnick's new Graham Style Crumbs represent the latest in a long line of company products enabling people on a restricted diet to make and enjoy their favorite baked goods, dessert, and snack foods without sacrificing great taste in the process.

In addition, Kinnikinnick's new Graham Style Crumbs – 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. Made from natural ingredients such as brown rice flour, brown sugar, and sweet rice flour, Kinnikinnick's new Graham Style Crumbs are sold in 10.5 ounce packages featuring prominent new Dairy-Free and Nut-Free logos. The new product will debut in April at health food and traditional grocery stores in both the United States and Canada for an SRP of \$5.29. In addition, Kinnikinnick's new Graham Style Crumbs can be purchased immediately by consumers and retailers via the www.kinnikinnick.com website. "I think you'd be hard pressed to find anyone who could tell our Graham Style Crumbs from their non-gluten-free counterparts," says Kinnikinnick Foods' CEO Jerry Bigam. "Given the very positive reaction we've had so far both among people on special diets and more mainstream consumers, I feel certain our Graham Style Crumbs will quickly emerge as one of Kinnikinnick's most popular items and anticipate introducing many other new dessert baking items over the months and 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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