

Natural Products

M A R K E T P L A C E .

Kamut Exhibits for 25th Year at Expo West

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ANAHEIM, Calif.—Kamut International marked 25 consecutive years exhibiting at the Natural Products Expo West on Saturday, March 12 at the Anaheim Convention Center. Founder Bob Quinn's famous cowboy hat served as the theme for an enthusiastic celebration which included a show-stopping cowboy hat-shaped cake made with KAMUT® Khorasan flour, a cowboy hat giveaway and a raffle to win a genuine cowboy hat identical to Quinn's trademark topper.

At the celebration, Quinn gave a brief speech and proceeded to cut and "eat his hat". A crowd of Expo attendees cheered and tipped their hats to the founder of Kamut International for 25 years of hard work in the field of organic farming.

"I feel so fortunate to have found a family of people in the organic industry who care as much as I do about improving the quality of the food we eat," said Quinn. "Each year Expo West serves as a reminder that the natural products world is growing, and it was my pleasure to celebrate our 25th year at the trade show with many of our long-time friends and partners as well as other organic-minded leaders, brands and retailers alike."

"By using the KAMUT® brand name, we are able to promise consumers that when they buy a product carrying the KAMUT® trademark they will be receiving the benefits that the brand stands for," said Trevor Blyth, CEO of Kamut International.

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