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NATURAL AND NUTRITIONAL PRODUCTS INDUSTRY CENTER

Kamut International celebrates 25 years at Natural Products Expo West

Kamut International, NPI Center
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Kamut International marked 25 consecutive years exhibiting at 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.

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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 tradeshow with many of our long-time friends and partners as well as other organic-minded leaders, brands and retailers alike."

KAMUT® Brand khorasan wheat grew out of the necessity to guarantee the marketplace a high quality organic grain that met specific standards, harvest after harvest. When Quinn first realized what a special grain khorasan was, he decided to create a name for marketing purposes. In his research he found that the word KAMUT® was used by ancient Egyptians for wheat.. So KAMUT® was trademarked and is now used as a registered mark that refers to a grain containing certain guaranteed attributes.

Some of the requirements to carry the KAMUT® brand name are:

- The grain is only grown on certified organic fields
- It must be the original, unmodified variety of khorasan
- The KAMUT® grain must contain specific levels of protein and Selenium
- Extremely low levels of contaminating varieties

"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.

About KAMUT® Brand Khorasan Wheat

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The mission of Kamut International is to promote organic agriculture and support organic farmers, to increase diversity of crops and diets, and to protect the heritage of a high quality, delicious ancient grain for the benefit of this and future generations. KAMUT® is a trademark of Kamut International and it stands for guaranteed standards that are verified by tests from every field.



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