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## FOR IMMEDIATE RELEASE

### NATURAL PRODUCTS EXPO WEST: NEWS FROM KAMUT® BRAND KHORASAN WHEAT

Anaheim, CA, March 2017 – Kamut International will be exhibiting at its 31<sup>st</sup> Natural Products Expo West March 10-12 (Booth# 2605)

KAMUT® brand khorasan wheat is prized for its nutrition, ease of digestibility, sweet nutty-buttery taste and firm texture. Compared to most modern wheat it has more protein, amino acids, vitamins and many minerals, especially selenium, zinc and magnesium. Consumers' idea of what is "healthy" no longer focuses on food that is "fat free" or "reduced fat." Instead, [consumers are seeking food that is non-GMO, clean label and has a simple and short list of ingredients](#). KAMUT® brand khorasan wheat, an ancient grain, guaranteed under the KAMUT® brand to always be grown certified organic, never hybridized or genetically modified and non-GMO, is a prime example of this trend.

KAMUT® brand khorasan wheat does contain gluten, and people with celiac disease should not eat it, but for those with wheat sensitivities, many of them find KAMUT® wheat easier to digest than modern wheat.

In studies, KAMUT® brand khorasan wheat has been found to reduce inflammation and improve conditions of those suffering from diabetes, heart disease and IBS (irritable bowel syndrome). A study published in 2016 in the *European Journal of Nutrition* found that by using KAMUT® brand khorasan wheat as an alternative to modern wheat, diabetic patients noticed a significant improvement in several key markers in the blood. A previously published study in the journal *Nutrients* revealed that a KAMUT® brand khorasan wheat-based replacement diet improves the risk profile of patients with ACS (acute coronary syndrome). A previous study in the *European Journal of Clinical Nutrition* found that a KAMUT® brand khorasan wheat-based replacement diet could potentially reduce the risk of developing cardiovascular disease in healthy people. Another study in the *British Journal of Nutrition* showed significant reduction in symptoms associated with IBS. In all of these published reports, KAMUT® brand khorasan wheat products were compared to modern wheat products in double blind crossover studies with human volunteers.

"Medical research is focusing on lifestyle interventions for many diseases, including type-2 diabetes, to help patients reduce the risk of complications. One such lifestyle intervention relates to the role of diet, in particular the cereal component of the diet. Although initially viewed with concern, the benefits of nutrient dense carbohydrates, such as those found in cereals, is now beginning to be appreciated," said Bob Quinn, Ph.D., organic farmer and founder of Kamut International. "There are many long-term risks of low carbohydrate diets, which include mineral, vitamin and fiber deficiencies, and increased cardiovascular risk and related mortality. Although evidence is inconclusive for an ideal amount of carbohydrates in the diet of diabetics, it is certain that the beneficial effects attributable to carbohydrates are dependent on the quality of the source."

Research is a hallmark of the KAMUT® brand, with a dozen studies published to date and several more expected in 2017.

There are more than 2,000 products around the world featuring this nutritious ancient grain, with more launching at Expo West, including:

- [Big Sandy Organics](#)—Kracklin' KAMUT® Brand Wheat Snack
- [Hodgson Mill](#)—Ancient Grain Medley's KAMUT® Wheat, Sorghum and Teff
- [The Pasta Shoppe, LLC](#)—Healthy Grains KAMUT® Wheat Pasta

Media interested in learning more about KAMUT® brand wheat, please contact Jillian Chertok: [jillian@adinnyc.com](mailto:jillian@adinnyc.com), 212-693-2150 x311.

#### **About KAMUT® Brand Khorasan Wheat**

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, which guarantees high quality standards that are verified by tests from every field.

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