

**FOR IMMEDIATE RELEASE**

**WITH HEALTHY LIVING AND FOOD SENSITIVITIES TOP OF MIND, ANCIENT GRAINS SUCH AS KAMUT® BRAND KHORASAN WHEAT, ARE GROWING IN POPULARITY**

**Big Sandy, MT, September 2012** – Studies show that eating whole grains instead of refined grains lowers the risk of many chronic diseases. [According](#) to the Whole Grains Council, eating whole grains can reduce the risk of stroke, diabetes and heart disease. While benefits are most pronounced for those consuming at least three servings daily, some studies show reduced risks from as little as one serving daily. While wheat, corn, rice (brown) and oats represent the largest market share of whole grain food sales, ancient and alternative grains are now gaining the attention of health-conscious consumers and the food industry. Grains like KAMUT® Brand wheat, Quinoa, Amaranth and Sorghum can be found on supermarket shelves and many cookbooks are dedicated to incorporating these grains into everyday recipes.

Unlike modern grains, ancient or heirloom grains have survived intact for centuries and remain virtually untouched by modern plant science. Often, ancient grains are a richer source of nutrients compared to modern grains because their nutrition profile remains intact. Ancient grains commonly have a distinctive and more flavorful taste than modern whole grains.

[KAMUT® Brand khorasan wheat](#), an ancient grain that is non-GMO and always grown organically, is popular among both health advocates and food lovers because of its naturally sweet taste, smooth texture, nutritional value and versatility. KAMUT® wheat contains high levels of antioxidants and is also high in lipids and protein, making it a 'high energy' wheat. Additionally, those who are sensitive to modern wheat often find KAMUT® wheat easier to digest.

"As a country, we are well-fed but not well-nourished," commented Bob Quinn, Founder of Kamut International. "KAMUT® khorasan can build an important bridge back to foods that are more nutritional, rather than just providing cheap volume. Our kids are suffering from an abundance of foods that feed them but do not nourish them. The effect is a whole generation that will grow into adulthood manifesting all the life-threatening diseases that could so easily be avoided."

This unique tasting whole grain can be found globally in healthy and organic food options on the shelves, including: breads, pastas, flat breads, cereals, pizza, soups and chili. It can also be purchased as a whole grain berry or as flour for cooking and baking. Its naturally sweet, nutty flavor turns simple recipes into highly nutritious, flavorful meals. KAMUT® Brand khorasan wheat is easy to incorporate into family-favorite recipes. Find them on the company website [www.kamut.com](http://www.kamut.com).

**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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<sup>i</sup> Whole Grains Council - <http://www.wholegrainscouncil.org/whole-grains-101/what-are-the-health-benefits>