



KAMUT®
BRAND KHORASAN WHEAT

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FOR IMMEDIATE RELEASE

Consumer Demand for Simple, Healthy and Nutritious Foods Leads to Rise of Ancient Grains

Sales of ancient grains such as KAMUT® Brand khorasan wheat, quinoa, amaranth, teff, spelt and freekah have increased dramatically in recent years as more consumers, nutritionists and big brands recognize their benefits

Big Sandy, MT, September 2015 – Consumers and nutrition experts have spoken – driven by their desire for non-GMO foods with simple ingredients that are high in nutrients, ancient grains are on the rise with no sign of slowing down. In fact, according to [data from SPINS](#), a leading supplier of retail consumer analytics and insights, sales of ancient grains rose steeply in the 52 weeks ending July 13, 2014. All ancient grains, such as KAMUT®, amaranth, quinoa, spelt and freekah, will continue to grow through 2015 and will be a top nutritional trend, according to a [recent survey of more than 500 registered dietitians](#) from *Today's Dietitian* and Pollock Communications.

Unlike modern grains, ancient grains have survived intact for centuries and have more vitamins, minerals, fiber and proteins than modern grains, as well as more distinctive and flavorful taste. Due to their rise in popularity and demand, ancient grains are now more accessible than ever before, especially as well known brands, such as Kashi® and Kellogg's, have started to incorporate them into their products. In August 2015, Kashi® released [its Organic Promise® Cocoa Coconut with KAMUT® Khorasan Wheat Granola](#), which pairs ancient grains with superfoods, including oats and coconut. This granola is part of a line of five all organic and Non-GMO Project Verified granola products that Kashi® recently released, created with blends of whole grains, sprouted grain, nuts and seeds, to allow people to enjoy simply delicious foods in unexpected ways. In July 2015, Kellogg Company introduced more than 40 new products across its U.S. lineup with a wave of foods that fit the latest trends in nutrition, taste and convenience. Among these new products is [Kellogg's Origins™ Ancient Grains Blend cereal](#) that combines nutritional value with delicious taste. The cereal is made with crunchy flakes of wheat, brown rice and barley, KAMUT® khorasan wheat puffs, spelt and quinoa. Last year, [General Mills launched Cheerios + Ancient Grains](#), which included KAMUT® wheat, spelt, and quinoa. According to the market research firm Mintel, product launches featuring KAMUT® wheat specifically are up 78 percent in just the past two years, due in part to this grain's high protein content, which is 30 percent more than modern wheat.

"More people are learning about ancient grains and their myriad health benefits, and are looking for new ways to incorporate these super foods into their diet," said Bob Quinn, PhD, organic farmer and founder of Kamut International. "While ancient grains, like KAMUT® wheat, are already included in many products on the market, such as pasta, cereal and granola, they can also be [easily swapped with regular wheat](#) to make your favorite recipes more delicious and nutritious."

KAMUT® wheat is an organic, non-GMO ancient grain that has never been modified or altered in any way. It is high in fiber, protein and lipids, and offers higher amounts of nutrients compared to modern wheat, including a high content of antioxidants. It has been found to reduce inflammation and improve conditions of those suffering from IBS (irritable bowel syndrome) and heart disease. In fact, a study recently published in the journal [Nutrients](#) revealed that a KAMUT® khorasan wheat-based

replacement diet actually 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® khorasan wheat-based replacement diet could potentially reduce the risk of developing cardiovascular disease in healthy people. And a third study in the [British Journal of Nutrition](#) showed significant reduction in symptoms associated with IBS. In all three of these published reports, KAMUT® products were compared to modern wheat products in double blind crossover studies with human volunteers.

Earlier this year, KAMUT® wheat was named by *TIME magazine* as one of the [top 50 healthiest foods of all time](#).

Media interested in setting up an interview with Bob Quinn to learn more about the rise of ancient grains, and KAMUT® brand wheat in particular, please contact Jillian Chertok, 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.