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FOR IMMEDIATE RELEASE

The Most Nutritious and Delicious Ancient Grain Snack “Kracklin’ KAMUT®” Now Available

As ancient grains continue to rise in popularity for their nutritional benefits, both adults and children alike will enjoy this tasty, nutrient-rich snack

Big Sandy, MT, February 2016 – Kamut International is excited to announce the launch of a new snack made from the ancient KAMUT® brand khorasan wheat, **Kracklin’ KAMUT®**. Organically grown in Montana, the KAMUT® wheat grains are cooked in organic high-oleic safflower oil from the **Oil Barn**, also in Montana, and sprinkled with sea salt powder from ancient caves in Utah. Those are the only ingredients included in this USDA organic, non-GMO snack. This perfectly portioned snack is crunchy like corn nuts, but much easier on your teeth! One 1.5 oz pack contains 200 calories, 7g fat, 6g protein and no cholesterol, trans fat or sugar. The launch comes as **global market research and insight group Mintel predicts** that this year there will be an even greater surge in popularity of nutrient-dense ancient grains, such as KAMUT® brand khorasan wheat.



Kracklin’ KAMUT® khorasan wheat can be eaten alone as a snack, or mixed with salads, fruits, vegetables and more, to give your favorite meals a sea-salty, crunchy kick. And, because it is both nutritious and delicious, it’s an ideal snack for the whole family. In fact, Kracklin’ KAMUT® wheat meets the **new federally mandated “Smart Snack” regulations**, which means it can be sold in school stores, vending machines, and anywhere else snacks are sold during the school day.

“More than 35 years ago I had the idea of making a wheat snack out of a giant wheat similar to corn nuts, which is made out of a giant corn. After 35 years when no one had picked up on the idea, I decided to do it myself, and that’s how Kracklin’ KAMUT® wheat came to be,” said Bob Quinn, PhD, organic farmer and founder of Kamut International. “As more people are seeking out unprocessed, non-GMO foods, we believed that now was the perfect time to introduce Kracklin’ KAMUT® khorasan wheat to the market. We’ve already received rave reviews from those who have tried it.”

Kracklin’ KAMUT® wheat is available for purchase nationwide at kracklinkamut.com/shops, or in select locations in Montana, Kansas and Idaho (<https://kracklinkamut.com/store-locator/>). There are plans to launch two new Kracklin’ KAMUT® wheat flavors – ranch and barbecue – later this year.

KAMUT® brand khorasan 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 is also a great source of selenium, a trace mineral beneficial for thyroid function. KAMUT® brand khorasan

wheat has been found to reduce inflammation and improve conditions of those suffering from IBS (irritable bowel syndrome) and heart disease. In fact, a previously published study 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® brand wheat products were compared to modern wheat products in double blind crossover studies with human volunteers.

Media interested in setting up an interview with Bob Quinn to learn more about Kracklin' KAMUT®, 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.