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FOR IMMEDIATE RELEASE

Consumers Seeking Clean Label, Non-GMO Foods Find Baking with KAMUT® Brand Khorasan Wheat a Delicious and Healthy Alternative to Modern Wheat

During IBIE 2016, LA-based Slicetruck will compete in Pizza Magazine Quarterly Pizza Trials with its KAMUT® wheat crust pizza

Las Vegas, NV, October 2016 – Kamut International will be attending the International Baking Industry Exposition (IBIE) in Las Vegas, NV (booth #1262), where it will highlight the different ways to bake with KAMUT® brand khorasan wheat, and the health and nutrition benefits of doing so. 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® 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. Most people who bake with it find that it has better absorption properties than regular flour, as well as good elasticity. The KAMUT International website offers a vast collection of recipes so people can see just how easy it is to incorporate KAMUT® into their favorite recipes, or create new ones: <http://www.kamut.com/en/recipe>

KAMUT® Brand 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. Also, for those without celiac disease who simply believe that a gluten-free diet is healthier and trendy, [there is currently no evidence that cutting gluten out of diets has any health benefits](#).

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 earlier this year in the [European Journal of Nutrition](#) found that by using KAMUT® 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® 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® 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® wheat products were compared to modern wheat products in double blind crossover studies with human volunteers.

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During IBIE on October 9th at 10am in the Pizza Magazine Quarterly (PMQ) Pizza Pavillion, [LA-based Slicetruck](#) will be competing in the [PMQ Pizza Trials](#) in the “Classico” category with its renowned KAMUT® khorasan wheat crust pizza. All participants are competing for a trip to the World Pizza Championship in Parma, Italy.

Media interested in learning more about 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.

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