



KAMUT® International

PR Contact: Leesa Raab and Meghan Waters, ADInfinitem, New York, NY.
Email: leesa@adinfinitemny.com / meghan@adinfinitemny.com Tel: 212.693.2150 Ext: 314 / 309



FOR IMMEDIATE RELEASE

**KAMUT® TEAMS UP WITH THE CREATIVE KITCHEN FOR
WHOLE FOODS KIDS COOKING CAMPS!**

KAMUT® Brand Khorasan Wheat Helps Take Kids on a Culinary Adventure

New York City, June 2010 – This summer, Whole Foods on The Bowery will host cooking camps at their Culinary Center (95 East Houston St.), organized by Cricket Azima of The Creative Kitchen, in conjunction with select sponsors, including Kamut International. The classes will explore the delicious diversity and international cuisines of NYC's five boroughs, while working with ingredients from local growers and artisan producers such as KAMUT® brand wheat. Through hands-on cooking lessons, demonstrations, crafts and fun activities, camp participants will discover and learn about the vast range of cultures and cuisines that make New York City vibrant and unique.

Cricket Azima, as well as culinary instructors from the Bowery Culinary Center, will provide hands-on instruction of kid-friendly recipes in a focused, fun and safe environment with an emphasis on age-appropriate culinary techniques and terms.

Kamut International is excited to participate in these classes in hopes of educating families about cooking with its unique grain and sharing the health benefits of recipes which use KAMUT brand wheat compared to traditional wheat, or even brown rice. KAMUT® is the brand name used to sell an ancient khorasan wheat, with the guarantee of quality, preservation of the variety from breeding or genetic modification, and certified organic grown through a cooperating group of family farmers. The benefits of KAMUT® brand products are similar to those of most heirloom foods, the most important being that many people are able to digest heirloom foods much easier than modern foods, especially those with wheat sensitivities. It is high in protein and minerals such as zinc, selenium and magnesium. Also, KAMUT® brand wheat has a higher percentage of lipids, which produce more energy in the body than carbohydrates.

The classes will take kids and parents on a tour of the boroughs, offering menu items, such as: MANHATTAN: "The Soul of Harlem" – "Oven-Fried" Buttermilk Chicken; Sautéed Collard Greens; Homemade Cheddar Cornbread and THE BRONX: "Boogie Down Bronx" – Puerto Rican Asopao

P. O. Box 4903 - Missoula, Montana 59806 - USA · Phone (406) 251-9418 - Fax (406) 251-9420
www.kamut.com
KAMUT® is a registered trademark of Kamut International Ltd

with Chicken and Peas; Black Bean Salad; Guava and Cream Cheese Cupcakes, as well as items specific to Brooklyn, Staten Island and Queens.

The cooking classes will take place throughout July, offering a week of cooking for a variety of age groups. Below are the dates and times, as well as age-focus for each class.

GROWING GOURMETS: 2 to 4 years old (+ 1 caregiver per child)

Monday – Friday, July 12 – 16

9:30 am – 10:30 am

CREATIVE COOKS: 5 to 7 years old (drop-off session)

Monday – Friday, July 12 – 16

11:30 am – 1:00 pm

JUNIOR CHEFS: 8 to 10 years old (drop-off session)

Monday – Friday, July 19 – 23

10:00 am – 1:00 pm

FUTURE CHEFS: 11 to 14 years old (drop-off session)

Monday – Friday, July 26 – 30

10:00 am – 1:30 pm

For more information about KAMUT® brand wheat please visit www.kamut.com. For more information or to sign up for Bowery Culinary Center's cooking camps visit <http://wholefoodsmarket.com/storesbeta/boweryculinary>.

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 and it stands for guaranteed standards that are verified by tests from every field.