



FOR IMMEDIATE RELEASE

Contact:

Marr Barr Communications

Jenny Dean

303.774.9200 x107

jennyd@marrbarr.com

Rudi's Organic Bakery New Bread Varieties Make Getting Your Whole Grains Even More Delicious

14 Grain, Apple 'n Spice – brimming with whole grains, fiber, flavor

BOULDER, COLO. (September 19, 2005) –Rudi's Organic Bakery – maker of America's No. 1 brand of organic bread – introduces two new USDA-certified organic bread varieties to its popular **Whole Grains & Fiber** line. New **14 Grain** and **Apple 'n Spice** join Rudi's Organic Bakery's **7 Grain with Flax** and **Wheat and Oat** breads to give you more choice and flavor in healthful, whole grain selections.

“With the recent buzz about the health benefits of whole grains, our bakers are pleased to bring consumers more choices to help them meet their daily needs for whole grains,” says Victoria Hartman, vice president of sales for Rudi's Organic Bakery. “Plus, the unique blends of grains and rich organic flavors add not only fiber and other important nutrients, but also, delectably delicious flavor twists.”

Rudi's Organic Bakery's **14 Grain** bread is a versatile choice – its mild flavor suits a peanut butter and jelly sandwich, yet it's hearty enough for a deli-style sandwich brimming with meats and cheeses. An extraordinary blend of grains, Rudi's Organic **14 Grain** boasts 4 grams of fiber, 4 grams of protein, and is low in fat – only 1 gram per each 90-calorie slice.

Offering a warm, spicy breakfast wake up, or a soothing bed-time snack, Rudi's Organic Bakery's **Apple 'n Spice** bread is baked with chunks of organic apples lightly kissed with brown sugar. The aroma of warm apples wafting from the toaster is hard to resist! Not your typical slice,

-more-

Apple 'n Spice, with 5 grams of fiber and 4 grams of protein per serving, is a flavorful way to add more whole grains to the daily diet.

Your readers can expect **14 Grain** and **Apple 'n Spice** breads on select natural foods and grocery store shelves nationally in October. The new organic bread varieties made their debut at the Natural Products Expo-East tradeshow, September 16-18, 2005, in Washington, D.C. More information about Rudi's Organic breads is available at Rudi's website, www.rudisorganicbakery.com.

Rudi's Organic Bakery's Whole Grains & Fiber to carry Whole Grain Stamp

Consumers often are confused with nutrition label lingo – and what actually constitutes a whole grain product. To cut through the confusion, Rudi's Organic Bakery's **Whole Grains & Fiber** line, including the new **14 Grain** and **Apple 'n Spice** loaves, will carry the Whole Grains Council's stamp denoting the breads as an "excellent source of whole grains." Appearing on all Rudi's Organic Bakery's whole grain products this fall, the Whole Grain Stamp helps consumers identify foods made with whole grains. Additionally, Rudi's Organic breads already carry the USDA organic seal on each loaf's package.

All of Rudi's Organic Bakery breads, buns and tortillas are free of hydrogenated oils, trans fats, and artificial colors and preservatives. Rudi's Organic breads and buns are still made in small batches using the finest certified organic ingredients produced without the use of dangerous pesticides, artificial ingredients or high-fructose corn syrup.

Editors note: Product samples and images available upon request.

About Rudi's Organic Bakery

Rudi's Organic Bakery, headquartered in Boulder, Colo., is the nation's largest and fastest growing brand of USDA certified organic breads.* Nutrition Business Journal's 2004 Silver business achievement award winner for growth of a small company, Rudi's Organic Bakery distributes its breads throughout the United States. The breads are available in both natural foods stores and mainstream supermarkets. Founded in 1976, Rudi's Organic Bakery offers organic artisan breads, sliced sandwich breads, and hamburger and hot dog buns, as well as a popular line of organic spelt (an heirloom grain and a viable option for many wheat-sensitive individuals) breads, buns and tortillas. For more information, visit the website at www.rudisorganicbakery.com.

*** SPINS 52 wk. ending July 9, 2005**