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Rudi's Organic Bakery Adds English Muffins to Organic Baking Portfolio

Muffins with Moxy – Organic Whole Grain Wheat, Multigrain with Flax and Spelt Varieties

BOULDER, Colo. - (October 19, 2006) –Rudi's Organic Bakery – the #1 selling brand of USDA organic bread – introduces new USDA-certified organic English Muffins to its broad portfolio of organic baked goods. And, in the spirit of Rudi's creativity in product innovation, **Rudi's Organic English Muffins** are sure to tempt the taste buds of food shoppers far and wide, offering a spectrum of varieties to satisfy diverse consumer preferences. Available in Whole Grain Wheat, Multigrain with Flax and Spelt, **Rudi's Organic English Muffins** begin with a commitment to using high-quality organic ingredients and end with a flavorful, nutritious outcome.

Victoria Hartman, vice president of sales and marketing for Rudi's Organic Bakery said, "We are pleased to add another versatile, healthful product to our portfolio of top-selling breads, buns and tortillas." And, with three different varieties of organic **English Muffins**, consumers are certain to discover their favorite. "Made with premium organic ingredients and whole grains, Rudi's has mastered the art of fusing wholesome nutrition with mouth-watering flavor and freshness," added Hartman.

A complement to favorite breakfast fare, **Rudi's Organic English Muffins** can sandwich scrambled eggs for an organic breakfast sandwich, accompany a bowl of cereal and orange juice or can be enjoyed à la carte. Not just an a.m. food staple, make an organic English muffin mini-pizza for lunch or spread with peanut butter for a mid-afternoon snack. Created with whole

grains including whole wheat and spelt flour, Rudi's Organic Bakery's **English Muffins** provide more whole grain choices in the baked-goods sector.

Whole Grain Wheat

Rudi's Organic Whole Grain Wheat English Muffins, baked with organic whole wheat, bring a rich flavor to traditional English muffins. Not to mention a 120-calorie, one-muffin serving contains 5 grams of protein and 3 grams of fiber.

Multigrain with Flax

Organic whole wheat, organic rolled oats, organic whole, organic cracked wheat, organic millet and organic flax seeds make **Rudi's Organic Multigrain with Flax English Muffins** a unique, hearty whole-grain delight. And, the organic flax seeds add good-for-you, plant-based omega-3 fatty acids. Five grams of protein and 2 grams of fiber are found in this enticing 130-calorie muffin.

Spelt

A once obscure "ancient-grain," the whole spelt used in **Rudi's Organic Spelt English Muffins** yields a sweet and nutty flavor twist. A 120-calorie single-muffin serving provides 5 grams of protein, 2 grams of fiber and a savory pleasure for the palate!

Rudi's Organic Bakery's **Organic English Muffins** are now available for retailers and consumers nationally in natural food stores and select grocery stores. The new organic English muffin varieties made their debut at the Natural Products Expo-East tradeshow, October 4-7, 2006 in Baltimore, Md. For more information about Rudi's Organic Bakery and its products, visit www.rudisbakery.com.

All of Rudi's Organic Bakery's breads, buns, tortillas and English muffins are free of hydrogenated oils, trans fats, and artificial colors and preservatives. Rudi's Organic breads and other baked products 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.

Whole Grain Wheat English Muffins: SRP = \$3.29-\$3.49, Weight = 12 ounces
Multigrain with Flax English Muffins: SRP = \$3.29-\$3.49, Weight = 12 ounces
Spelt English Muffins: SRP = \$3.29-\$3.49, Weight = 12 ounces

Editors note: Product samples and images available upon request.

About Rudi's Organic Bakery

Rudi's Organic Bakery, headquartered in Boulder, Colo., and celebrating its 30th anniversary this year, is the nation's largest and fastest growing brand of USDA certified organic breads.* A brand under Charter Baking Company, Inc. since 2005, a portfolio company of Charterhouse Group, Inc., Rudi's Organic Bakery is a premier national organic brand with distribution 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 Rudi's Web site at www.rudisbakery.com.

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