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## RUDI'S ORGANIC BAKERY NAMED AMONG TOP FOODIES FOR VEGETARIANS BY VEGETARIAN TIMES MAGAZINE READERS

*Magazine's readers voted Rudi's Organic Bakery's Rocky Mountain Sourdough as the top sourdough bread for vegetarians*

**Boulder, Colo. – Sept. 7, 2011** – In a recent online poll determining top foods for vegetarians from *Vegetarian Times*, a magazine for those interested in healthy living and wellness, [Rudi's Organic Bakery](http://www.rudisbakery.com) was voted as one of readers' favorite sourdough breads. In order to select the winners of the 2011 Foodie Awards, the magazine nominated 114 products in 26 categories and asked readers to vote for their favorite products online. More than 170,000 votes were cast over a two month period. The winners can be found in the October 2011 issue of the magazine on newsstands now and at [www.vegetariantimes.com](http://www.vegetariantimes.com).

“We're excited and honored *Vegetarian Times* recognized Rudi's Organic as a high-quality, tasty and nutritious bread that everyone, including vegetarians, can enjoy,” said Doug Radi, vice president of marketing for Rudi's Organic Bakery. “We bake our breads knowing that healthy ingredients lead to a better life, and we're thrilled that *Vegetarian Times*' readers appreciate our efforts to bake on the bright side and create delicious Rocky Mountain Sourdough bread.”

Made with organic ingredients you can recognize and pronounce, Rudi's Rocky Mountain Sourdough bread has just the right amount of sour to complement a favorite sandwich, which is why *Vegetarian Times*' showed some love for the bread, noting it is “light, fluffy sourdough that's great plain, as toast, or for sandwiches.”

“Since we rarely run product reviews in the magazine, our annual Foodie Awards are a way to spotlight grocery items that we—and our readers—truly love,” said Tammy Fertig, associate editor of *Vegetarian Times*.

Rudi's Organic Bakery was founded 35 years ago on the idea that there is a better, brighter way to make bread, leading the company to become a pioneer in the bread industry. Rudi's Organic bakes bread without the use of artificial chemicals or preservatives, and nearly 20 years ago started using organic ingredients in its breads and baked goods. Today, some of Rudi's Organic Bakery's most popular breads include:

- **Rocky Mountain Sourdough Sandwich Bread (MSRP - \$4.59)** – It takes just the right touch of sour to bring a smile to your face. One of our most popular breads, Rocky Mountain Sourdough brings out the delight of your favorite sandwich ingredients.
- **Honey Sweet Whole Wheat Sandwich Bread (MSRP - \$4.59)** – A drop of golden honey goodness turns whole wheat into a treat in this sandwich bread. The family favorite is sure to please as the perfect top and bottom to any sandwich.
- **Rudi's Organic Bakery 100% Whole Wheat Sandwich Bread (MSRP - \$4.59)** –The whole wheat flour and a hint of molasses found in this recipe is an old world tradition that is sure to become a family favorite.
- **100% Whole Wheat Buns (MSRP - \$4.39)** – Adding a healthy whole wheat touch to a burger is always delicious, but Rudi's Organic's whole wheat bun will make you want to eat the bread first.
- **Plain Bagels (MSRP - \$3.99)** – A classic bagel, done organically with wheat and white whole wheat flours. A slightly smaller bagel at 140 calories, it's a perfect size for kids and moms alike.

- **Whole Grain Wheat English Muffins (MSRP – \$3.99)** – These classic, hearty, organic and wholesome English muffins have a lovable sweet, nutty taste.

Rudi's Organic Bakery launched Rudi's Gluten-Free Bakery in 2010 with three gluten-free sandwich bread varieties – Original, Multigrain and Cinnamon Raisin – with the goal of providing families with dietary restrictions convenient, healthy breads and baked goods that taste, look and feel like the real thing. Earlier this year, Rudi's Gluten-Free announced the addition of even more gluten-free products, including these yummy staples:

- **Gluten-Free Multigrain Hamburger Buns (MSRP - \$4.49)** – This soft textured bun made with wholesome, all-natural ingredients and a hint of molasses and honey is the perfect complement to a hamburger or veggie burger.
- **Gluten-Free Multigrain Hot Dog Rolls (MSRP - \$4.49)** – A tasty combination of flaxseed, sunflower seeds and cornmeal provides a flavor the whole family will love and a texture that can withstand a loaded up chili dog just as well as a plain hot dog.
- **Original Pizza Crusts (MSRP - \$4.49)** – Made with all natural ingredients you can pronounce, these gluten-free pizza crusts have a thin, crispy crust that's perfect for that family pizza night.

#### [About Rudi's Organic Bakery, Inc.](#)

Rudi's Organic Bakery, Inc., founded and headquartered in Boulder, Colo., is the nation's largest brand of USDA certified organic breads. Rudi's Organic Bakery has a long history of baking bread a better and brighter way, by using simple organic ingredients that contain no artificial ingredients, preservatives, high fructose corn syrup or trans-fat. Founded in 1976, Rudi's offers small batch organic artisan breads, sliced sandwich breads, wide pan sandwich breads, hamburger and hot dog buns, wraps and a popular line of organic spelt breads, buns and tortillas. For more information, visit [www.rudisbakery.com](http://www.rudisbakery.com) or follow Rudi's Organic Bakery on [Facebook](#) and [Twitter](#).

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