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GOLDBAUM'S NATURAL FOOD CO.

PRESS RELEASE

Snack Your Way to Better Health with Goldbaums' New Kale Chips

Newark, Oct. 9, 2013: Kale is the "it" food in America right now, and Goldbaums is satisfying that need by releasing new Kale Chips to the market. Individuals wanting more options to bring green into their diet should add Goldbaums' Kale Chips to their must-buy list. Not only does this new power snack increase essential nutrients, but the chips also taste great.

The name Kale derives from the Dutch word boerenkool, a.k.a. farmer's cabbage. But Kale shouldn't be confused with cabbage. The flavor of kale is both intense and pleasant. Kale leaves are initially firm, but the Kale used in the creation of Goldbaums Kale Chips is powdered, a process that retains the vital nutrients that consumers seek.

Most people wouldn't expect Kale to be included as a main ingredient in a chip. In fact, the kale-forward flavor in the Kale Chips has been going over great with consumers. In keeping with Goldbaums' Be Free slogan, the Kale Chips are wheat-free, gluten-free, GMO-free, MSG-free and additive-free. Plus, at 100 calories and 2 grams of fiber per serving, the snacks are extremely healthy.

Kale Chips are made from a few simple ingredients including: brown rice, whole corn flour, potato starch, white rice flour, Teff flour, flax seed powder, ground chia seed, sugar, quinoa flour, kale powder, and less than 2% vegetable oil and salt. Kale is the prominent flavor that comes through in the chips.

"With Goldbaums' Kale Chips you don't have to choose between delicious and nutritious." Said [insert name and title]. "We are proud to make a product that satisfies both of those essential requirements. Goldbaums is dedicated to excellence at every level. We are passionate about promoting good health without compromising on flavor."

Kale has long been known as a super food. Kale bursts with protein, antioxidant flavonoids and a massive amount of essential nutrients. Goldbaums premium Kale Chips are offered in three distinctive varieties: Touch of Salt, Piedmont BBQ, Salt & Pepper and Onion & Garlic.

All foods from Goldbaums are certified Kosher under the exacting rabbinical supervisions of the Orthodox Union (OU) and CRC. Plus, all Goldbaums' foods are manufactured in a facility that is free of any soy, gluten, dairy or nuts. This is especially important to consumers with allergies and food sensitivities.

"Goldbaums understands that people with food sensitivities still want to have delicious and satisfying snacks. Our Kale Chips are amazing – and the four flavor varieties are addictive!" INSERT NAME.

Goldbaums' Kale Chips are now available nationwide at well-known retailers including Winn-Dixie, Stop & Shop, Whole Foods, Shop-Rite, and Price Chopper. For a list of market locations visit <http://www.goldbaums.com/> and click "Store Locator."

ABOUT: Goldbaums Natural Food Co. is a premier manufacturer of natural gluten-free products. Its foods are healthful, delicious, and a good choice for diabetics. Whether it is a staple such as a natural brown rice pasta or a quick snack such as our zesty rice crisps, each item gets the distinctive Goldbaums' treatment – rigorous testing and tasting by researchers and staff to determine that the product is of most superior quality.