

Honest Foods™ Puts "The Break" in Breakfast with its New Granola Planks™

Anaheim, Calif. ~ Whole Food Country Cereal Features Unique Hearty "Crumble Yourself" Goodness ~ Honest Foods™, makers of Darn Good Whole Foods™, announced the launch of Honest Foods Granola Planks cereal, a hearty slab of whole grains, nuts, seeds and fruits designed to be crumbled into craggily clusters right into the bowl. This one-of-a-kind and scrumptious cereal is minimally processed, free of preservatives and chock-full of all-natural, delicious whole food ingredients. "Because of the overabundance of traditional cereals weighing down store shelves, we were inspired to create something completely new," said Andrew Aussie, president and chief farmer.

"We started by merging ingredients that best represent the beauty, simplicity and healthfulness of whole foods on the farm, and it took us to a place completely different from any other cereal on the shelf. The rugged texture and break-it-yourself shape is an incredibly different and fun way to enjoy breakfast. Loaded with nature's best whole food ingredients, our Granola Planks are a tasty food that's good to your body."

Granola Planks' exclusive shape offers a variety of ways to enjoy them, including crackled into soy or regular milk, warmed up in the toaster, crumbled over a favorite yogurt or ice cream, or even right out of the package for on-the-go nutrition. Unlike regular granolas, the flavors and aromas are locked inside the planks until you break them up—making for a fresh, intensely tasty experience.

Inspired by the fresh, wholesome goodies found at farmer's markets, each Honest Granola Plank serving provides healthy fats including 450-550 mgs of omega-3 fatty acids, seven grams of protein, 22 grams of whole grains and is considered an excellent source of fiber at five grams. In addition, they contain no trans fats. Honest Granola Planks are available in the following darn good flavors:

Maple Almond Crunch — Naturally sweetened with pure maple syrup and loaded with walnuts, pecans, peanuts and sunflower seeds.

Blueberry Vanilla Crackle — Fragrant and creamy vanilla peppered with ripe blueberries and hearty almonds amidst toasty oats

Pomegranate Walnut Crisp — Bursting with fresh, tart pomegranate and crunchy walnuts

Honest Foods Granola Planks join the Company's first offering, Honest Foods Country Squares—tasty snack bars packed with delightfully delicious ingredients like naturally sweet fruits, hearty whole grains, and flavorful nuts and seeds.

Granola Planks cereal is available nationally in grocery and natural food stores including Whole Foods and Wild Oats. Suggested retail price is \$4.49 — 5.49. For media inquiries, contact Rachel Kay at 619-867-7353 or at Rachel@rkpr.net.

About Honest Foods

Founded in 2006 by Andrew Aussie and Mark Oliver, Honest Foods™ is a darn good line of all-natural, whole foods dedicated to providing good health and nourishment rich in the real flavors of nature's most delicious ingredients. Inspired by the fresh, homegrown foods found at farmers markets, Honest Foods products are chock-full of whole grains, dried fruits, nuts and seeds. Every Honest Foods product is minimally processed, all-natural and free of preservatives and artificial ingredients.