



FOR IMMEDIATE RELEASE

BARBARA'S BAKERY DEBUTS FRUIT & YOGURT BARS

All-Natural Snack is Packed With Fruit Flavor, Good Nutrition and Whole Grains

Petaluma, Calif., December 2005 – With more calcium than a six-ounce yogurt, more than 14 vitamins and minerals and 8 grams of whole grain per serving, new Barbara's Bakery Fruit & Yogurt bars actually deliver what other snack and meal-replacement bars only promise.

Made with creamy yogurt and real fruit wrapped in a tender, pastry-like whole grain crust, Barbara's Bakery Fruit & Yogurt bars are the newest offering from the natural foods leader and one of the first products to carry the Whole Grains Council Whole Grain Stamp on its packaging.

Barbara's is proud to be a founding member of the Whole Grains Council and is using the stamp to help consumers easily identify products rich in whole grains, which have been shown to play an important role in good nutrition and disease prevention. Like all Barbara's Bakery products, new Fruit & Yogurt bars contain no artificial flavors, colors, preservatives, refined white sugar, hydrogenated oils or trans fats.

"Barbara's Bakery is known for delicious natural products that bridge the gap between good nutrition and great taste," said Jennifer Ramstad, marketing manager for the Petaluma, CA-based natural foods pioneer. "Our new Fruit & Yogurt bars capture all the palate-pleasing flavor of real fruit and the creamy texture of yogurt, with calcium-rich, vitamin and mineral-packed, wholegrain goodness."

Barbara's new Fruit & Yogurt Bars are available nationwide this fall in four great flavors: Strawberry Apple, Blueberry Apple, Cherry Apple and Apple Cinnamon and have a suggested retail price of \$3.99 for a box of 6. They are ideal for breakfast, a mid-morning snack or for a quick burst of afternoon energy.

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With exploding demand for nutritious, all natural and great tasting alternatives to mass-marketed brands, Barbara's provides delicious choices with new flavors and nutritious options. An early pioneer of the natural foods market, Barbara's continues to innovate this growing category with healthy cereals and snacks that satisfy the widest variety of consumers, including kids, adults, and those with special dietary needs.

Located in Northern California, Barbara's Bakery helped pioneer the natural foods category in 1971 when it was founded as an organic bakery. Barbara's is committed to making a positive contribution to the world, both in its product offerings and actions. The *Barbara's For A Brighter Future* program provides donations and employee volunteer time to national and local non-profit organizations involved in environmental, hunger, and children's issues. For more information about Barbara's Bakery and its products, visit www.BarbarasBakery.com.

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