



**FOR IMMEDIATE RELEASE**

**BARBARA'S BAKERY EXPANDS WEETABIX LINE**

***New Weetabix Flakes Cereals Are Whole Grain, Healthful and Delicious***

**Petaluma, CA December 2005** – Natural foods leader Barbara's Bakery expands its whole grain cereal offering this month with two new varieties of Weetabix® cereals: *Organic Crispy Flakes* and *Organic Crispy Flakes & Fiber*.

The Weetabix biscuit has been England's #1 selling cereal for more than 70 years. Like their quirky cousin, the two new Weetabix Crispy Flakes cereals are deliciously toasty and provide more than 16 grams of whole grains per serving, earning the Whole Grain Council's prestigious designation as an "excellent source" of whole grains. Both new varieties are low fat and certified organic, and both provide all the health and nutrition benefits of whole grains.

"The Original Weetabix biscuit has really gained popularity in the US market because of its healthfulness and great taste, and now consumers have two more choices that are just as wholesome, delicious and rich in whole grains," said Jennifer Ramstad, marketing manager for Barbara's Bakery.

Barbara's Bakery, a longtime leading producer of all-natural and organic cereals and snacks, is the exclusive U.S. distributor of Weetabix cereals. New Organic Weetabix Crispy Flakes and Crispy Flakes & Fiber have a suggested retail price of \$3.69 to \$3.99 for each 12-ounce package.

Weetabix cereals are among the first products to bear the Whole Grains Council seal. It was created 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. And like all Barbara's Bakery natural and organic products, these new cereals contain no artificial flavors, colors, preservatives, refined white sugar, hydrogenated oils or trans fats.

**More...**

**Barbara's Bakery debuts Weetabix Crispy Flakes, 2-2-2-2**

Both Organic Crispy Flakes cereals are also an excellent source of fiber – Organic Crispy Flakes contains four grams and Organic Crispy Flakes & Fiber offers a whopping 11 grams in each delightfully crunchy serving. They also offer more than 8 important vitamins and minerals and are lightly sweetened to let natural whole grain taste shine through.

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](http://www.BarbarasBakery.com).

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**Note to editors:** Product photography is available upon request by contacting Linda Low at [low@mackenzieagency.com](mailto:low@mackenzieagency.com).

