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**Media Contacts:**

Doug Radi  
Charter Baking  
720-974-4687  
dradi@charterbaking.com

Elexis Lewis  
Linhart Public Relations  
303-951-2557  
elewis@linhartpr.com

**Breakfast Gets Better with New Line of Bagels from Rudi's Organic Bakery**  
*Rudi's Organic Bakery First to Introduce Certified Organic Bagels in Mainstream Flavors*

**Boulder, Colo. – (May 22, 2008)** – Rudi's Organic Bakery, the nation's largest, and one of the fastest growing certified-organic breads brands, announced today that they will be the first to introduce a national line of certified organic bagels in four great-tasting, mainstream varieties. With the introduction of this new line of bagels, healthy families now have even more choices when it comes to better-made, organic baked goods from Rudi's Organic.

The need for organic bagels in mainstream flavors led Rudi's Organic to develop a line of organic bagels in four popular varieties, including Plain, Honey Sweet Wheat, Multi-Grain and Cinnamon Raisin. Previously, consumers looking for organic bagels were only able to find spelt, sprouted or gluten free bagels made with natural and organic ingredients.

"Rudi's Organic has been passionate about baking better breads for families for over 30 years and bagels are a perfect extension of our commitment to offering consumers great-tasting, organic baked goods," said Doug Radi, vice president of marketing for Rudi's Organic Bakery. "Moms can feel great about our bagels because, like all of our baked goods, they are made with all of the good stuff and none of the bad."

Rudi's Organic consistently bakes better breads made without the use of preservatives, pesticides, trans fats, high-fructose corn syrup and other artificial ingredients, including the new line of bagels. Rudi's Organic Bagels come in four delicious flavors, including:

- **Plain:** A classic flavor made with wholesome, high-quality organic ingredients
- **Honey Sweet Wheat:** A delicious wheat bagel sweetened with a touch of honey

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- **Multi-Grain:** A delicious and nutritious bagel complete with all the benefits of whole grains
- **Cinnamon Raisin:** A bagel treat full of tasty cinnamon and raisins

Rudi's Organic Bagels are available in packages of six, pre-sliced two-ounce bagels, a perfect size for those looking to balance heartiness and calories. The bagels are certified organic and kosher. Customers can find Rudi's Organic Bagels where they purchase their favorite Rudi's Organic baked goods, including most natural foods stores, as well as select grocery stores nationwide.

A complete list of Rudi's Organic retailers can be found by visiting [www.rudisbakery.com](http://www.rudisbakery.com).

### **About Rudi's Organic Bakery**

Rudi's Organic Bakery, headquartered in Boulder, Colo., is the nation's largest and fastest growing brand of USDA certified organic breads. Since 2005, Rudi's Organic has been a Charter Baking Company, Inc., a portfolio company of Charterhouse Group, Inc. Rudi's Organic is a premier organic brand with distribution throughout the U.S. in both natural foods stores and mainstream supermarkets. Founded in 1976, Rudi's Organic offers small batch organic artisan breads, sliced sandwich breads, hamburger and hot dog buns, granola, wraps and a popular line of organic spelt – an heirloom grain and a viable option for many wheat-sensitive individuals – breads, buns and tortillas.

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