



**FOR IMMEDIATE RELEASE**

**Media Contacts:**

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

Jennifer Tilliss  
Linhart Public Relations  
303-951-2566  
jtilliss@linhartpr.com

**Rudi's Organic Bakery Adds New Granolas and Wraps to  
its Organic Baked Goods Lineup**

*New Granola and Wrap varieties are loaded with whole grain organic goodness and are a great-tasting choice families can feel good about*

**Boulder, Colo. – (March 6, 2008)** – Rudi's Organic Bakery, a leading wholesale baker of high-quality, organic breads, has added new Granolas and Wraps to its family of baked goods. All of Rudi's Organic Granola and Wrap varieties are organic and kosher certified and are made without the use of preservatives, pesticides, trans fats, high-fructose corn syrup and other artificial ingredients. Rudi's Organic Granolas and Wraps are a natural extension of Rudi's commitment to producing organic, wholesome and great-tasting baked goods for healthy families.

"With the addition of Rudi's Organic new Granola and Wrap lines, health-conscious families have even more options when it comes to fresh, organic baked goods," said Doug Radi, vice president of marketing for Rudi's Organic Bakery. "Rudi's Organic Granola and Wraps are made with high-quality organic ingredients and healthy whole grains that parents can feel good about feeding their kids."

***New Rudi's Organic Granola***

Hearty and wholesome, Rudi's Organic Granolas are made with the finest organic ingredients including fruit, seeds, nuts and plenty of whole grain oats. Rudi's Organic baked goods, including its Granolas, contain no artificial ingredients, colors or sweeteners, trans fats, preservatives or ingredients that were grown with dangerous pesticides. Rudi's Organic Granolas are packaged in a resealable pouch, perfect for snacking, and come in four delicious flavors the whole family will love, including:

- **Caribbean Crunch** – A tropical blend of organic oats, coconut and bananas

-more-

- **Cinnamon Apple Orchard** – A savory mixture of organic oats, apples, cinnamon and walnuts
- **Honey Nut Harvest** – A delicious blend of organic oats, honey and pecans
- **Orange Berry Grove** – A delightful combination of organic oats, cranberries and cashews

### *New Rudi's Organic Wraps*

Rudi's Organic Wraps are a healthy and delicious accompaniment to any meal. Each serving is packed with 12g of whole grains, a significant source of beneficial nutrients including complex carbohydrates, vitamins, minerals, antioxidants and fiber. Additionally, studies have shown that whole grains, eaten regularly, can help reduce the risk of heart disease, cancer, and diabetes as well as help with weight management. Each package of Rudi's Wraps is made with only the highest quality organic whole grains and ingredients. The result is delicious organic wraps that are healthy for the entire family. Consumers can choose from two tasty varieties of Rudi's Organic Wraps:

- **7 Grain with Flax** – This wrap combines flax with whole grains for a delicious sandwich wrap that is sure to please
- **Multi-grain** – A scrumptious blend of organic whole wheat flour, spelt flour and millet flour makes this wrap healthy and delectable

Rudi's Organic Granolas and Wraps are available now at select retailers nationwide. Visit [www.rudisbakery.com](http://www.rudisbakery.com) for the retailer nearest you.

### **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.

###