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RHYTHM™ SUPERFOODS SETS A NEW HEALTH MILESTONE WITH THE LAUNCH OF THEIR RAW, VEGAN, DELICIOUS AND CRUNCHY RHYTHM KALE CHIPS

New Company Unveils Product To Change The Face Of Snack Foods Forever

AUSTIN, Texas (January, 2012) -- The wait for the perfect snack is over as **Rhythm™ Superfoods**, an Austin-based natural foods brand specializing in delicious raw, vegan and gluten-free foods, is proud to release *Rhythm™ Kale Chips*. Utilizing the nutritional power of one of most nourishing vegetables and combining it with three distinct and tasty flavors, these chips provide a healthy, nutrient-dense alternative to the standard salted snack.

Rhythm™ Kale Chips are a natural superfood snack made with all organic ingredients, the bulk of which is dehydrated kale instead of the typical fried or baked grains used in most other salted/savory snacks. Kale is hand-washed, tossed with organic, vegan sauce mixes, then dehydrated overnight at low temperatures, never heating above 117 degrees. The result is a healthy, raw, crunchy and flavorful chip that brings its own rhythm and zest to a market yearning for something unique, truly nutritional and clean. *Rhythm™ Kale Chips* come in three flavors including Bombay Curry, Kool Ranch, and Zesty Nacho.

“*Rhythm™ Kale Chips* are unlike any other snack on the market as they are a raw, vegan, gluten-free snack that can appeal to mass audiences through their delicious taste and flavor,” said **Rhythm™ Superfoods** CEO Scott Jensen. “Many people think that the raw vegan food movement is an extremist way of life that prohibits the enjoyment of rich savory flavors. These chips prove that theory wrong and will be just as good to vegans as they are to those who enjoy more conventional food products.”

According to Keith Wahrer, **Rhythm™ Superfoods** co-founder and the foremost expert on superfood nutrition, “Kale is a nutritional powerhouse. It's extremely rich in a wide spectrum of nutrients including vitamins, minerals, protein, fiber, phytonutrients and carotenoids.” Unlike traditional cooking techniques, low heat raw-dehydration (117 degrees or below) allows kale to retain all of its nutritional value. Sixteen ounces of fresh, de-stemmed kale is tossed with savory, hand-crafted, vegetable-only sauces to create two ounces of finished *Rhythm™ Kale Chips*. Created from premium organic fruits, nuts, vegetables and spices, this new snack is sure to please your palette and your body. For more information on *Rhythm™ Kale Chips* please visit www.rhythmsuperfoods.com.

About Rhythm™ Superfoods

Rhythm™ Superfoods is a brand on the forefront of the healthy food movement, responding to the public demand for innovative, nutritionally-dense specialty foods with its first-to-market *Rhythm™ Kale Chips*. Founded in 2009, **Rhythm™ Superfoods** is dedicated to using only the best organic ingredients to create its raw, vegan, nourishing snack foods. Available in retail outlets such as Whole Foods, the brand offers great-tasting products that are just as applicable to a strict vegan diet as they are to a more conventional food regimen. For more information on **Rhythm™ Superfoods** please visit www.rhythmsuperfoods.com.

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