



FOR IMMEDIATE RELEASE

Media Contacts:

Rachel Dubin/Anna Beyder

rdubin@konnnect-pr.com

abeyder@konnnect-pr.com

www.konnnect-pr.com

**RHYTHM SUPERFOODS LAUNCHES SAVORY NEW
PINEAPPLE COCONUT & HONEY MUSTARD FLAVORS**

Leading Kale Chip Brand Hand-Crafts Two New Options For Snack Lovers

AUSTIN, TX (July 29, 2013) – **Rhythm™ Superfoods**, the forerunner in nutrient-dense snack options, will supplement their already beloved line of kale chips with two new flavors. Complementing their many savory varieties of superfood snacks, *Pineapple Coconut* and *Honey Mustard* will debut in stores in August, 2013.

Featuring delicious tropical fruit, the *Pineapple Coconut* chip combines organic shredded coconut and pineapple to create a one-of-a-kind snack. The irresistible flavor of *Honey Mustard* will satisfy any snacker's taste for something both sweet and tangy. *Pineapple Coconut* and *Honey Mustard* kale chips are low-temp air-crisped, not fried, to preserve living enzymes that maximize the nutrients in every delightfully raw bite. **Rhythm™ Superfoods** kale chips are made from hand-crafted dressings that contain an ideal variety of organic vegetables, juices, herbs, spices and seeds in order to provide a healthy, nutrient rich alternative to the traditional chip.

“We never stop searching for the perfect balance of flavor and nutrients so our new kale chips will definitely delight any health-minded snack lover,” said Scott Jensen, CEO of **Rhythm™ Superfoods**. “We strive to provide the best and tastiest snack options that will help fans to continue down a healthy eating path. We are so proud to further expand our flavor collection by offering two new treats that are the ideal combination of sweet and savory. You’ll be amazed... truly... at the incredible flavor and nutrition of these two new kale chips”

Rhythm™ Superfoods' new *Pineapple Coconut* and *Honey Mustard* flavors will come in 2oz bags and are high in Vitamins A, C, & K and a good source of dietary fiber and protein. These new options will be available in stores and online in August for \$5.99. For more information on **Rhythm™ Superfoods** please visit www.rhythmsuperfoods.com.

About Rhythm™ Superfoods

Rhythm™ Superfoods is a leading 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 GMO-free 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.