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RHYTHM™ SUPERFOODS REBRANDS TO INVITE MORE CONSUMERS TO FIND THEIR RHYTHM THROUGH HEALTHY SNACKING

Premium Snack Company Changes Look Across All Platforms to Replicate Its Honest Approach to Creating Real and Healthy Foods

AUSTIN, TX (October 28, 2014) – Rhythm™ Superfoods, makers of nutritionally rich and naturally delicious superfood snacks, is set to unveil new branding for all products this November. The new design will reflect Rhythm™ Superfoods’ upbeat and vibrant vision and its mission of providing nutrient dense snacks that keep you feeling balanced, nourished and in tune with your body.

Rhythm™ Superfoods’ new, energetic packaging will feature a sleek yet simple look, eye-catching to anyone seeking an honest and better-for-you snack option. Highlighting the many nutritional benefits of both its USDA organic **Kale Chips** and baked **Superfood Chips**, the front of the bags will flaunt a Non-GMO Project Verified seal, a certified gluten-free label as well as the products’ high protein and fiber counts. Keeping with the brand’s authentic image, products will also be pictured on the **Superfood Chip** packaging so consumers are aware of exactly what is going into their bodies. In addition, a window will also be incorporated onto the **Kale Chip** packs, providing consumers with a pure and transparent look at its innovative and healthy snacks.

To accompany the upgraded packaging, Rhythm™ Superfoods will launch its *Original Kale Chip* - a plain chip lightly dressed with sunflower butter, tahini and mild spices. Like all Rhythm™ Superfoods’ kale chips, the new flavor will be USDA organic, Non-GMO Project Verified and certified gluten-free.

“As a passionate and dedicated company, we want there to be an emphasis on what our brand is all about and the reason why we created Rhythm™ Superfoods back in 2009 – to provide inventive and nutritious snacks to people who are looking for a healthy rhythm in life,” said Rhythm™ Superfoods CEO and President, Scott Jensen. “Our new look isn’t just fun and lively but also makes us an even more approachable snack that is honest to consumers from our company mission down to our ingredients.”

Rhythm™ Superfoods will also launch a revamped website which will go live this November in conjunction with the introduction of the new packaging. The new website will bring the company mission and vision to life by educating consumers about the brand’s superfood ingredients as well as provide access to recipes, feel-good tunes, information on Rhythm Superfoods community outreach program and more. For additional information on Rhythm™ Superfoods and to check out the brand’s new look, please visit www.rhythmsuperfoods.com.

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About Rhythm™ Superfoods

Rhythm™ Superfoods is a brand at the forefront of the healthy food movement, responding to the public demand for innovative, nutritionally-dense specialty foods with its first-to-market Rhythm™ Superfood Kale Chips and most recently its line of Rhythm™ Superfoods Superfood Chips. Founded in 2009, Rhythm™ Superfoods is dedicated to using only the best ingredients to create its nourishing snack foods. Available in retail outlets such as Whole Foods, Sprouts, Kroger, Wegmans, and Stop & Shop, 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.