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**RHYTHM™ SUPERFOODS BRINGS NEW LOOK TO WINTER FANCY FOOD SHOW WITH UPGRADED
PACKAGING
AND NEW CHIP FLAVOR**

Premium Snack Company to Exhibit Redesigned Bags and Recently Launched Product at Renowned Trade Event

San Francisco (January 11, 2015) – Rhythm™ Superfoods, makers of nutritionally rich and naturally delicious superfood snacks, is gearing up to showcase its revamped branding and introduce a new chip flavor, *Original*, at this year's Winter Fancy Food Show. In addition to checking out the recent improvements, attendees can also try the rest of **Rhythm™ Superfoods'** renowned Kale Chips flavors and Superfood Chips which will be displayed at the booth.

The new design, which reflects **Rhythm™ Superfoods'** upbeat and vibrant vision of providing nutrient-packed snacks, will inspire shoppers to choose the snack that keeps them feeling balanced, nourished and in tune with their body. Featuring a sleek and simple look, the brand's products will now pop off the shelf and appeal to both health-centric and conventional consumers looking for an honest and better-for-you snack. Highlighting the many nutritional benefits of **Rhythm™ Superfoods'** air-crisped Kale 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. 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 bags, **Rhythm™ Superfoods** will also showcase its new *Original Kale Chip* - a plain chip lightly dressed with sunflower butter, tahini and mild spices. Like all of **Rhythm™ Superfoods'** kale chips, the new flavor will be USDA organic, Non-GMO Project Verified and certified gluten-free.

"Our team has worked hard to put **Rhythm™ Superfoods** at the forefront of the healthy food movement and we are proud to be a household name for ingredient-aware snackers. Now we are ready to show the wary consumers that kale chips are not only a healthy, nutrient dense snack but delicious too," said **Rhythm™ Superfoods** CEO and President, Scott Jensen. "The new packaging is designed to be inviting to all types of shoppers and we are excited to spread the word about our development at the show!"

The Winter Fancy Food Show will be held from January 11-13, 2015 at the Moscone Convention Center located at 747 Howard St., San Francisco, CA 94103. **Rhythm™ Superfoods** invited attendees to stop by and try all its products at booth number 1655. For more information on the show, please visit www.specialtyfood.com. For more information on **Rhythm™ Superfoods**, 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.