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RHYTHM® SUPERFOODS REINVIGORATES SNACKING WITH FIRST-TO-MARKET ROASTED KALE CHIPS

Trailblazing Superfood Snack Company Continues to Evolve Kale with New Roasted Variety

AUSTIN, TX (Oct. 7 2015) – [Rhythm® Superfoods](http://www.rhythmssuperfoods.com), an Austin-based company known for creating organic and non-GMO innovative plant-based superfood snacks, has reimagined the beloved kale chip with the launch of its newest product this fall – **Roasted Kale**. Reinforcing **Rhythm® Superfoods'** commitment to providing consumers fresh and unmatched flavor profiles, the new kale snack will be available in five tantalizing flavors: *Sea Salt, Smoky Bacon, Roasted Garlic & Onion, Sea Salt & Vinegar, and Chili Lime*.

Honoring the cherished original *Kale Chip* from **Rhythm® Superfoods**, the **Roasted Kale** line is made from 100 percent fresh, organic Lacinato Kale, also known as Tuscan Kale because of its longstanding culinary ties to Italian cuisine. The Lacinato Kale, which is high in vitamins A, K and C, is triple-washed, roasted in a delicate oil and seasoned to perfection, delivering an airy crunch and savory flavor in every bite – closely resembling what consumers would get fresh from their own ovens. Catering to those with dietary restrictions, each **Roasted Kale** variety is USDA Organic, gluten-free and vegan.

“The idea behind **Roasted Kale** was inspired by the huge success and positive feedback we received with our original *Kale Chip*,” said **Rhythm® Superfoods** CEO Scott Jensen. “The new line is a natural progression in our line-up of plant-based superfood snacks, so we are overjoyed to introduce our first-to-market **Roasted Kale**. It’s great for anyone looking for a crunchy, irresistible, and nutrient-dense snack.”

Rhythm® Superfoods new **Roasted Kale** will be available starting this October and can be found exclusively at Whole Foods for a suggested retail price of \$2.49. For more information on **Rhythm® Superfoods**, please visit www.rhythmssuperfoods.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, nutrient-dense snacks with its first-to-market *Rhythm® Kale Chips*, its new **Broccoli Bites™** and, most recently, the **Roasted Kale**. Founded in 2009, **Rhythm® Superfoods** is dedicated to using only the best ingredients to create its nourishing snack foods. Available nationally in retail outlets such as Whole Foods, Sprouts, Kroger, Stop & Shop, Publix, Albertsons and Jewel, 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.rhythmssuperfoods.com.