



FOR IMMEDIATE RELEASE

Media Contact:

Allison Murray / Brittany Clay

amurray@konnnect-pr.com

bclay@konnnect-pr.com

**RHYTHM[®] SUPERFOODS TANGOS WITH ANOTHER VIBRANT VEGETABLE TO LAUNCH
AT NATURAL PRODUCTS EXPO WEST**

Premium Snack Company Shares New Beet Chips Line at Expo

ANAHEIM, Calif. (March 11, 2016) – Rhythm[®] Superfoods, composers of organic and non-GMO innovative plant-based superfood snacks, will be introducing a delicious new snack at this year's Natural Products Expo West. The company will be adding a vibrant addition to their playlist of nutrient-dense snacks with a line of dehydrated **Beet Chips**, a superfood designed for nutrition and tuned with classical flavors including *Sea Salt, Naked* and *Cinnamon & Coconut Sugar*.

Beets are jam-packed with nitrates, fiber and potassium that help strengthen your body. Rhythm Superfoods' new **Beet Chips** are thinly sliced beets that are gently dehydrated-- never fried-- to maintain the beat of their own nutrients. With a simple line of flavors that allows the vibrancy of the beets to shine, the **Beet Chips** are a melody your taste buds can't resist. **Beet Chips** are non-GMO, gluten free, vegan, and contain 3g of protein and 5g of fiber per 1-ounce serving. There's no doubt these travel-ready Beets will have you feeling balanced, nourished and fully in the groove.

"We started the year on a high note with an investment from General Mills and we have no intention of slowing down," said Rhythm Superfoods CEO Scott Jensen. "The **Beet Chips** are just one of the many exciting products we're adding to our line-up of plant-based superfood snacks. We believe beets are an often overlooked superfood and we are overjoyed to share our interpretation of the snack at Expo West."

Also on Rhythm Superfoods' Expo playlist is Rhythm's NEW **Roasted Kale**. The 100% fresh organic Lacinato Kale is triple-washed then roasted in a delicate oil and seasoned to perfection for a homemade taste and crunch. The line will be available in five tantalizing flavors: *Sea Salt, Smoky Bacon, Roasted Garlic & Onion, Sea Salt & Vinegar, and Chili Lime*.

Rhythm Superfoods will continue to showcase its first to market Kale Chips and its newer Broccoli Bites that became available in 2015.

The Natural Products Expo West will take place from March 11-13 at the Anaheim Convention Center located at 800 West Katella Avenue Anaheim, CA 92802. So if you're ready to turn up the beet, **Rhythm[®] Superfoods** invites you to taste the music at Booth #5518. For more information on the show, please visit www.expowest.com. For more information on **Rhythm[®] Superfoods**, please visit www.rhythmsuperfoods.com.

###

About Rhythm[®] Superfoods

Rhythm[®] Superfoods is a brand at the forefront of the healthy food movement, responding to the public demand for innovative, plant-based nutrient-dense snacks with its first-to-market **Rhythm[®] Kale Chips** and most recently its **Broccoli Bites™, Roasted Kale** and **Beet Chips**. Founded in 2009, **Rhythm[®] Superfoods** is dedicated to using only the best ingredients to create its superfood snacks. Available nationally in retail outlets such as Whole Foods, Sprouts, Kroger, Stop & Shop, Publix, Albertsons, Safeway and Costco, the brand offers great-tasting snacks 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.