



FOR IMMEDIATE RELEASE

Media Contact: Janice Greenwald; jgreenwald@rhythmsuperfoods.com

RHYTHM SUPERFOODS SHOWCASES NUTRIENT-DENSE GRAB & GO SNACKS AT THE 2017 NACS SHOW *Rhythm Superfoods to Dance to the 'Beet' in Chicago*

Chicago, IL (October 18, 2017) – [Rhythm Superfoods](#), an Austin-based company known for creating organic and innovative plant-based superfood snacks, will showcase its nutritionally dense and naturally delicious snacks at this year's [NACS Show](#) at booth #8374. **Rhythm Superfoods** will be sampling their new Grab & Go [Beet Chips](#) and [Kale Chips](#) as well as their [Roasted Kale](#) Snack.

Rhythm Superfoods Beet Chips are crafted with thinly sliced beets that are dehydrated – never fried – to maximize their nutritional potency. The *Grab & Go Beet Chips* come in two flavors: Naked & Sea Salt. They are Non-GMO, gluten-free, vegan, contain 3g of fiber and are only 60 calories per 0.6oz serving (1 bag). The brand will also be sampling its *Grab & Go Kale Chips*. The dehydrated Kale Chips are dressed in a seed-based dressing of sunflower seeds and sesame seeds to pack a nutritional punch. They are Organic, Non-GMO, Gluten Free, vegan, contain 4g of protein and only 100 calories per 0.75oz serving (1 bag). The *Grab & Go Kale Chips* are available in three flavors: Original, Kool Ranch, and Spicy Jalapeno. The organic *Roasted Kale* will also be sampled. The roasted Lacinato kale is lightly seasoned with sunflower oil and seasoning. This is a great offering for a consumer looking for a lighter on-the-go kale snack as it is only 100 calories per bag (Sea Salt flavor) and packs in an excellent source of Vitamins C & K as well as Calcium.

“Our mission is to develop delicious plant-based snacks that people love and want to eat,” said **Rhythm Superfoods** Co-Founder and CEO Scott Jensen. “Our team has worked hard to position **Rhythm Superfoods** as a leader in nutrient-dense snacking and we are now the number one national player in the dehydrated Kale Chips and Beet Chips as well as the Roasted Kale* with ambition to propel our brand into new product lines in the future. We are thrilled that we are now able to provide Grab & Go bags of our Kale Chips and Beet Chips for consumers that are on-the-go or just seeking a smaller portion nutrient-dense snack.”

In January, **Rhythm Superfoods** closed a \$6 million Series D financing round with a lead investment from [301 INC](#), the venturing unit of General Mills. Additional investors included [Blueberry Ventures](#) and the [CircleUp](#) Growth Fund.

The 2017 NACS Show will take place from October 18-20 at [McCormick Place](#) located at 2301 S King Dr, Chicago, IL 60616. If you're ready to turn up the beet, Rhythm Superfoods invites you to taste and dance to the music at Booth #8374. For more information on the show, please visit: <http://www.nacsonline.com/nacsshow/>. 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 *Kale Chips* and most recently its *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, Starbucks, Walmart, and Costco, the brand offers great-tasting snacks that are just as applicable to a strict plant-based or gluten-free diet as they are to a more conventional food regimen. For more information on **Rhythm Superfoods** please visit www.rhythmsuperfoods.com.

*Spins, Total US Food, Period Ending August 13, 2017