



FOR IMMEDIATE RELEASE

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**RHYTHM SUPERFOODS SHOWCASES NEW DEHYDRATED CARROT STICKS AT THE WINTER FANCY FOOD SHOW**  
*Plant-Based Superfood Snack Company Expands Offerings to Include Dehydrated Carrot, Beet, and Kale Snacks*

San Francisco, CA (January 9, 2018) – [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 [Winter Fancy Food Show](#) at booth #251. **Rhythm Superfoods** will be sampling their new **Carrot Sticks** as well as their fan-favorite [Beet Chips](#) and [Kale Chips](#).

**Rhythm Superfoods** NEW *Carrot Sticks* are making their debut at the Winter Fancy Food Show and will be rolling out nationally this spring. These organic, Non-GMO, vegan, crunchy & dehydrated (never fried!) *carrot sticks* are as delicious on their own as they are dipped into your favorites including ranch dressing, Greek yogurt dip, and hummus. The *Carrot Sticks* are loaded with Fiber, Potassium and Vitamin A and have at most, 150 calories for the entire 1.4oz bag. The *Carrot Sticks* will be available in three flavors: Naked, Sea Salt, and Ranch.

**Rhythm Superfoods** *Beet Chips* are crafted with thinly sliced beets that are dehydrated to maximize their nutritional potency. The crunchy *Beet Chips* are non-GMO, gluten-free, vegan, and contain 3g of protein and 5g of fiber per 1- ounce serving.

The brand will also be sampling its first-to-market organic *Kale Chips* which have grown to become the #1 brand of dehydrated kale chips in the United States.\*

Rhythm Superfoods plant-based snacks are expertly crafted so that every superfood veggie maximizes its nutritional density and delicious flavor. Rhythm's snacks come in a variety of accessible flavors, including Kool Ranch, Sea Salt, and Zesty Nacho.

"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 dehydrated Kale Chips and Beet Chips.\* We are thrilled to be debuting our incredibly tasty Carrot Sticks at the Fancy Food Show."

In January 2017, **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 Winter Fancy Foods Show will take place from Jan. 21 to 23, 2018 at the Moscone Convention Center located at 747 Howard St., San Francisco, California 94103. Rhythm® Superfoods invites attendees to stop by and try all its products at booth #251. For more information on the show, please visit [www.specialtyfood.com](http://www.specialtyfood.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, plant-based nutrient-dense snacks with its first-to-market *Kale Chips* and most recently its *Roasted Kale*, *Beet Chips* and NEW *Carrot Sticks*. 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, 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](http://www.rhythmsuperfoods.com).

\*Spins, Total US Food, Period Ending November 5, 2017