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RHYTHM SUPERFOODS SHOWCASES NEW CAULIFLOWER BITES AND NEW PACKAGING AT THE WINTER FANCY FOOD SHOW
Plant-Based Snack Company Expands Offerings to Include Sea Salt, White Cheddar and Buffalo Ranch Cauliflower Bites

San Francisco, CA (January 19, 2020) – 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 #5351.

Rhythm Superfoods will be sampling their new organic *Cauliflower Bites* which launched in their new, simple yet vibrant packaging this past fall. The new design reflects their brand mission of providing delicious, nutrient-dense, plant-based snacks that inspire wellness. Rhythm Superfoods will also be sampling their fan-favorite organic fruit and vegetable lines of *Chewy Watermelon Slices*, *Crunchy Mango Bites*, *Crunchy Pineapple*, *Kale Chips*, *Beet Chips*, and *Carrot Sticks*.

Rhythm Superfoods' new energetic packaging features fresh vegetable photography at the top, leading consumers toward the enticing product photography at the bottom, which showcases exactly what's in the bag. The new look, which exudes energy, authenticity, deliciousness, and nutrient-density delivers on Rhythm Superfoods' key brand attributes and is geared towards the active consumer seeking nutrient dense snacks that they can feel good about eating. Additionally, the new packaging emphasizes their commitment to being certified Organic, Non-GMO project verified and certified gluten free with certifications on front of pack as well as their commitment to nutrient density with callouts on pack.

The first product to launch in Rhythm Superfoods' new packaging is their **NEW Cauliflower Bites**. The *Cauliflower Bites* launched fall of 2019 at Whole Foods Market nationally in three flavors: Sea Salt, Vegan White Cheddar and Vegan Buffalo Ranch. These organic *Cauliflower Bites* are bursting with savory flavor and are low heat crisped to preserve their vital nutrients and close-to-fresh flavor. The crunchy Cauliflower Bites are Organic, Non-GMO, gluten-free, vegan and contain 3g of protein and fiber per 1.4-ounce bag. All three delicious flavors are an excellent source of Vitamins C & K.

"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. "We are thrilled to be showing our incredibly tasty Cauliflower Bites line in our brand new packaging at the Winter Fancy Food Show." The brand was the first-to-market organic *Kale Chips* which have grown to become the #1 brand of dehydrated kale chips in the United States.*

The Winter Fancy Food Show will take place from January 19-21, 2020 at the Moscone Convention Center located at 747 Howard Street, San Francisco, 94103. Rhythm Superfoods invites attendees to stop by and try their products at booth #5351. For more information on the show, please visit <https://www.specialtyfood.com/shows-events/winter-fancy-food-show/> 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 snacking movement, responding to the public demand for innovative, plant-based nutrient-dense snacks with its first-to-market Kale Chips and most recently its Cauliflower Bites, Fruit Snacks, Carrot Sticks and Beet Chips. Founded in 2010, Rhythm Superfoods is dedicated to using only the best ingredients to create its superfood snacks. **Rhythm Superfoods** can be found nationally in retail outlets such as Whole Foods Market, Sprouts, Kroger, Stop & Shop, Giant, Publix, Safeway, and Costco, as well as on Amazon.com, Thrive Market and other online retailers. For more information on Rhythm Superfoods, please visit <http://www.rhythmsuperfoods.com/>.

*SPINS, Total US Food, 12 week Period Ending November 3rd, 2019