



Simple goodness makes good business.



There's all-natural. And then there's Kashi®.

These days, natural foods are a way of life. As one of the leading natural foods brands, Kashi can help you capitalize on this trend and grow your business incrementally. The seven whole grain message and wholesome, simple goodness of the Kashi brands resonate with consumers. In fact, Kashi is driving the all-natural foods category in retail with the #1 natural cereal



and the #1 fastest growing granola bar*. Ah...the sweet smell of Kashi success. To find out how Kashi products and exclusive merchandising racks can do good things for your business, contact your Kellogg's® Food Away From Home representative or call 1-877-511-5777.

*IRI, FDMxW, 52 Weeks Ending 11/5/06

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