

FOR IMMEDIATE RELEASE

## **BEAR NAKED® REINVENTS GRANOLA – AGAIN!**

*With its vibrant branding and dedication to producing all-natural, whole grain foods that prioritize taste, Bear Naked reinvented the granola category and the granola eater. Now, they are introducing two bold new flavors, Peanut Butter and Jelly and Peak Protein Blueberry Walnut.*

NORWALK, CT – January 2, 2007 – Bear Naked, the all-natural food and lifestyle company, is introducing two bold new flavors this month—Peanut Butter and Jelly and Peak Protein Blueberry Walnut—continuing to offer fun and great taste in the granola aisle.

Granola came onto the food scene in the 1960's as the icon of the hippie health food movement, which focused on bringing back to the marketplace all-natural, whole grain cereals. Due to its lack of taste and boring packaging, though, consumers abandoned granola almost as quickly as they had embraced it, resulting in the decline of this health food category in the 70's, 80's and 90's.

Granola got a second chance when Bear Naked launched its first flavor in 2002. For the first time consumers could experience fun, great taste and wholesome ingredients all in one granola bag. As a result, the category was reinvented and revived, but Bear Naked didn't stop there. In just four years, Bear Naked has introduced five new granola flavors and two new product lines, developed a nationwide distribution network and built a loyal fan base spanning from Connecticut's Gold Coast to the beaches of Southern California. They have also found a market catering to upscale consumers who value great-tasting foods made from high quality, premium ingredients. The newest flavors won't disappoint.

"Industry data indicates that Bear Naked is responsible for reviving the once-stagnant granola category -- we did it by mixing one part fun branding with one part great taste and one part all-natural ingredients you can actually pronounce," says Brendan Synnott, Bear Naked's Co-Founder and visionary behind the energetic and unique branding. "Consumers clearly relate to our approach as Bear Naked is the #1 and #2 granola brand in the natural and grocery channels, respectively. Adds Synnott, "In addition to reviving the category, Bear Naked is the manufacturer responsible for generating 60% of granola category growth over the past year."

Kelly Flatley, Bear Naked's Co-Founder and master baker, explains "To keep alive consumers' interest in granola and maintain Bear Naked's position as a category leader and innovator, we knew we had to introduce completely new and unique flavors. Both kids and adults will be amazed at the similarity in taste between our Peanut Butter and Jelly granola and their all-time favorite sandwich." Adds Flatley, "With Peak Protein Blueberry Walnut, consumers will experience the taste and aroma of fresh-baked blueberry muffins while getting the added health benefits of soy protein, real blueberries and walnuts."

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As with all Bear Naked products, Peanut Butter and Jelly and Peak Protein Blueberry Walnut are all-natural granolas made from the highest quality ingredients, including whole grain oats, real dried fruit and whole nuts. All flavors are free of trans fat, hydrogenated oils, preservatives, cholesterol, artificial flavors and high fructose corn syrup.

Both Peanut Butter and Jelly and Peak Protein Blueberry Walnut are available for purchase online at [www.bearnaked.com](http://www.bearnaked.com) and in stores nationwide with a suggested retail price of \$4.99 for a 12 oz. bag.

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### **About Bear Naked**

Bear Naked, Inc. offers all-natural breakfast and snack foods to Fuel Your Wild Life™. In 2002, Kelly Flatley and Brendan Synnott co-founded the company at the age of 23 based on their belief in developing great-tasting products made from all-natural ingredients that fuel active lifestyles. Just five years later they are living the American dream; in 2007, Bear Naked is a category leader with nationwide distribution thanks to Brendan and Kelly's vision and their loyal customers who believe in the integrity of the brand. For more information, visit Bear Naked on the web at [www.bearnaked.com](http://www.bearnaked.com).

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