



Great Taste Without Compromise™

Barbara's Bakery Media Coverage Highlights 2008



Women's Health coverage (below) was also featured on ABCNews.com (visitors per month 6,385,201)



2/3 c Barbara's Bakery cinnamon Puffins cereal (dry)
▶ Keep premeasured tubs in your desk drawer for an alternative to kettle chips when you're craving something crunchy.

Q I get so hungry midmorning! What are the best breakfasts to tide me over until it's time for lunch?

A You may be waiting too long to eat—if more than five hours pass between meals, you need a snack. Have fruit and a part-skim cheese stick, or a lowfat yogurt. As for breakfasts, those with protein and fiber satisfy the longest. Diet-friendly menus:

- An omelet made with 1 whole egg, 2 egg whites and 1/2 cup veggies; a multigrain English muffin spread with 1 teaspoon all-fruit jam
- 1/2 cup Kellogg's All-Bran; 1 cup Barbara's Puffins; 1 cup skim milk
- Two Kashi GoLean frozen waffles with 1 teaspoon apple butter
- 1/2 cantaloupe, cubed, topped with 1/2 cup 1 percent cottage cheese and 1/2 cup high-fiber, low-sugar cereal, such as Fiber One



Fill up on protein in the a.m.

Barbara's Bakery Cheese Puff Bakes: They satisfy like junk food but contain no preservatives, hydrogenated oil, trans fats, artificial colors, or cholesterol. And they're lacto-ovo-vegetarian and gluten-free.

And if you crave a sweet crunchy treat, Barbara's Bakery comes through as well with its delicious Snackimals, crunch organic granola bars, and organic mini-cookies. 🍪

MAY 2008 WOMEN'S HEALTH 95

National TV

The Oprah Winfrey Show

Barbara's Bakery Organic GrainShop and Wheatines were featured on the Oprah Winfrey Show

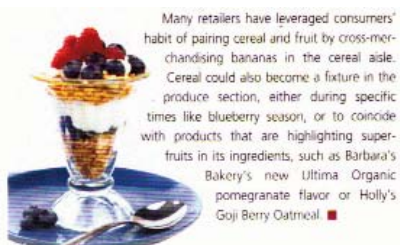


Baking & Snack



Barbara's Bakery, Petaluma, CA, debuts Minibix Chocolate Crisps and Minibix Honey & Nut cereals with 37 and 35 g of whole grains per serving, respectively. The high-fiber cereals are also low in fat and contain 5 g of protein per serving.

The company also introduced Oatibix cereal made with 42 g of 100% whole-grain oats. The cereal



Many retailers have leveraged consumers' habit of pairing cereal and fruit by cross-merchandising bananas in the cereal aisle. Cereal could also become a fixture in the produce section, either during specific times like blueberry season, or to coincide with products that are highlighting superfruits in its ingredients, such as Barbara's Bakery's new Ultima Organic pomegranate flavor or Holly Berry Goji Oatmeal. 🍷

The Best for Breakfast...



1. BARBARA'S BAKERY PUFFINS ORIGINAL

This cereal is crunchy, sweet and satisfying. It's delicious enough to munch straight from the box—a perfect 3 p.m. snack.

Per 3/4 cup: 90 calories, 2 g protein, 23 g carbohydrate, 1 g fat (0 g saturated), 5 g fiber.



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AMERICA'S HEALTHIEST FOOD

We all want to choose the healthiest stuff, but with 30,000 different products in your typical grocery store, there's no way to scan all those labels and taste everything, too. No worries. Our experts did it for you. Here, our short list of nutritious and delicious convenience foods, available at most grocers and specialty markets.

—Susan Bull and James J. Condon, MS, RD

Breakfast

1. **Barbara's Bakery Shredded Oats** (100-calorie pack) This oatmeal is made with whole grain rolled oats and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The oatmeal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

2. **Barbara's Bakery Instant Oatmeal** (100-calorie pack) This oatmeal is made with whole grain rolled oats and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The oatmeal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

3. **Barbara's Bakery Instant Oatmeal** (100-calorie pack) This oatmeal is made with whole grain rolled oats and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The oatmeal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

eat right news



CRUNCHY TOPPER

"I try to eat a cup of yogurt a few times a week to squeeze some extra calcium into my diet. Since the plain stuff can get boring fast, I've been mixing in Barbara's Bakery Ultima Organic Pomegranate Cereal (\$4; at health food stores). Not only does the flake and fruit combo add a sweet, satisfying crunch, it also delivers a full day's serving of vitamin C and a quarter of the vitamin D I need. When I'm a little hungrier, I top off the whole thing with fruit to make a healthy parfait."

—SARAH LAG, SENIOR ASSOCIATE EDITOR



BREAD & CEREAL

Fiber never tasted this good

11. **Poppyseed Puffs Whole Grain Double Fiber 100% Whole Wheat** (6.5 oz) This fiber-rich cereal is made with whole grain wheat and poppyseed. It's a great source of fiber and antioxidants. The cereal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

12. **Tealayan Cakes Whole Wheat Plus Raisin** (6.5 oz) These healthy, raisin-studded cakes are a great source of fiber and antioxidants. They're also a good source of iron and calcium. The cakes are pre-cooked and ready to eat, making them a convenient and healthy breakfast option.

13. **Arnold Bakery Light 100% Whole Wheat** (6.5 oz) This cereal is made with whole grain wheat and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The cereal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

14. **Thomas' Hearty Oatmeal 100% Whole Wheat Bran** (6.5 oz) This oatmeal is made with whole grain rolled oats and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The oatmeal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

15. **General Mills Fiber One Honey Clusters** (6.5 oz) This cereal is made with whole grain wheat and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The cereal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

16. **Kellogg's Special K Protein Plus** (6.5 oz) This cereal is made with whole grain wheat and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The cereal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

17. **Barbara's Bakery Ultima Organic Pomegranate Cereal** (6.5 oz) This cereal is made with whole grain wheat and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The cereal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

18. **Quaker Instant Oatmeal Weight Control** (6.5 oz) This oatmeal is made with whole grain rolled oats and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The oatmeal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.

19. **Kashi Cocoa Bran Chunks** (6.5 oz) This cereal is made with whole grain wheat and is a great source of fiber and antioxidants. It's also a good source of iron and calcium. The cereal is pre-cooked and ready to eat, making it a convenient and healthy breakfast option.



GROCERY HEADQUARTERS

selling wellness

New Organic Wild Puffs With Added Health Benefits of NaturFlora®

Barbara's Bakery has re-launched its popular line of kid-friendly Organic Wild Puffs, now with the added health benefits of NaturFlora®, a natural prebiotic fiber that aids in digestion, promotes calcium absorption, and reduces the amount of harmful digestive track bacteria to support a strong immune system.

Two new flavors—Honey Puffs and Cocoa Graham—join existing fruit Muesli and Crunchy Cocoa Nibbles. Barbara's Organic Wild Puffs are free of wheat, artificial flavors, colors, preservatives, cholesterol, hydrogenated oils and trans fats.

Barbara's Bakery Cinnamon Puffins were featured on GMA as the 'best cereal for snacking'



Barbara's Bakery

Known for its line of all-natural and organic cereals and snacks, Petaluma, Calif.-based Barbara's Bakery has introduced 100-calorie packs of cookies in three varieties—chocolate, ginger and oatmeal. According to Kent Spalding, vice president of marketing for the company, the portion-controlled products fill a void for consumers looking for healthy, natural and