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## **Rudi's Organic Bakery® Launches New Traceable Organic Bread Line with Community Grains**

***Rudi's Organic Bakery® Whole Wheat Bread made with Sacramento Valley Whole Grain Flour and Rudi's Organic Bakery® Whole Wheat Bread made with Hungry Hollow Whole Grain Flour® Offer Ingredient Sourcing Transparency for Consumers***

**Boulder, CO – (March 16, 2017) – [Rudi's Organic Bakery®](#)**, one of the country's largest organic bread brands, today announced the launch of two new breads in partnership with [Community Grains](#), a company dedicated to improving supply chain traceability through partnerships with local grain farmers. **Rudi's Organic Bakery® Whole Wheat Bread made with Sacramento Valley Whole Grain Flour** and **Whole Wheat Bread made with Hungry Hollow Whole Grain Flour** will launch at Whole Foods Markets nationwide in March 2017. The new breads allow consumers to trace the grain used in each loaf back to the farm where it was grown.

**Rudi's Organic Bakery® Whole Wheat Bread made with Sacramento Valley Whole Grain Flour** and **Whole Wheat Bread made with Hungry Hollow Whole Grain Flour** are both baked with grains grown in California by sixth-generation farmer, Fritz Durst, an award-winning pioneer in agricultural conservation. Working directly with local farmers like Fritz, and an innovative miller, Community Grains is involved in every step of flour production, from sourcing seed and surveying its growth through harvest, to preserving the grain's essential nutrients and robust flavors with whole milling. Extensive grain information can be found on the packaging of the new breads, with additional sourcing details available on the Rudi's Organic Bakery® [website](#) and the Community Grains [website](#).

“Our partnership with Community Grains allows us to provide even more insight for our consumers into how our breads are made,” said Leah Dunmore, Vice President, Marketing, Better-For-You Pantry at The Hain Celestial Group, Inc. “Our new **Rudi's Organic Bakery® Whole Wheat Bread made with Sacramento Valley Whole Grain Flour** and **Whole Wheat Bread made with Hungry Hollow Whole Grain Flour** are baked with an eye to preserving nutrients and supporting local farmers and grain processors with unique grains.”

Community Grains' Identity Preserved products ensure transparency along all points in the supply chain. Each Identity Preserved product, including the flour used in the new line of Rudi's Organic Bakery® bread, is traceable from seed to table, helping consumers understand exactly where their food comes from.

"Our mission has been to provide healthful, delicious flour—sustainably farmed from nutrient rich soils and produced using advanced technology mills—on a scale large enough and efficient enough to find its way into leading grocery stores like Whole Foods Market, rather than being in just boutique and niche markets. We prize

accessibility,” says Community Grains founder Bob Klein. “That Rudi’s Organic Bakery® feels strongly enough about these goals to join in this unique partnership speaks to their commitment to quality and all things good. We are thrilled.”

**Rudi’s Organic Bakery® Whole Wheat Bread made with Sacramento Valley Whole Grain Flour** (MSRP: \$4.99) is made with hard red winter wheat grown in the Sacramento Valley of California, and is packed with 21grams of whole grains per slice. **Rudi’s Organic Bakery® Whole Wheat Bread made with Hungry Hollow Whole Grain Flour®** (MSRP: \$4.99) is made with hard white spring wheat grown in Capay, California and offers 20 grams of whole grains per slice. As with all Rudi’s Organic Bakery® products, both breads are certified USDA organic and use only simple, easy-to-pronounce ingredients like organic cracked wheat, organic rolled oats and organic sunflower oil, all without genetically modified organisms (GMOs).

To learn more about the new breads and partnership, visit: [rudisbakery.com/communitygrains](http://rudisbakery.com/communitygrains).

### **About Rudi’s Organic Bakery®**

Rudi’s Organic Bakery, Inc., has been passionate about baking better breads for families for more than 35 years. Founded and headquartered in Boulder, Colorado, Rudi’s Organic Bakery® brand offers a full line of nutritious and delicious, certified organic breads and baked goods. Rudi’s Organic Bakery® brand is committed to baking breads using only the best organic ingredients and no artificial additives, preservatives and GMOs. In 2010, Rudi’s Organic Bakery® brand leveraged this heritage to create Rudi’s Gluten-Free Bakery™, a line of gluten-free breads and baked goods made with wholesome ingredients. Rudi’s Organic Bakery® and Rudi’s Gluten-Free Bakery™ products are available nationally at natural foods stores and select mainstream supermarkets. For more information, visit [rudisbakery.com](http://rudisbakery.com) and [facebook.com/rudisorganicbakery](https://facebook.com/rudisorganicbakery).

### **About Community Grains**

Founded in Oakland, California in 2010, Community Grains produces whole grain pastas, flours, polentas and breads with the larger goal of fostering regional grain economies. Committed to whole milling in order to keep all the nutritional properties of wheat intact, Community Grains is also a champion for transparency within the grain industry. 100% traceable from seed to table, Community Grains’ Identity Preserved products are available online and at select retail locations nationwide. By partnering with local farmers, millers, bakers and chefs, Community Grains is fostering a production cycle that favors transparency, flavor, and nutrition over efficiency. For more information, visit [communitygrains.com](http://communitygrains.com).

### **The Hain Celestial Group, Inc.**

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, Happy®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit [www.hain.com](http://www.hain.com)

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