



**FOR IMMEDIATE RELEASE**

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**BOULDER CANYON® FOODS INSPIRES REAL FOOD SNACKING WITH NEW CHIP  
FEATURING SEVEN GRAINS AND SEEDS, INCLUDING QUINOA, CHIA AND AMARANTH**

**PHOENIX, May 20, 2014** —Innovative snack food manufacturer, Boulder Canyon® Foods, introduces *Ancient Grains™*, a revolutionary whole-grain snack chip that combines on-trend grains and seeds like quinoa and brown rice into the ultimate better-for-you snacking experience. *Ancient Grains Sea Salt* appears in grocery stores nationwide this month with a retail price of \$3.49 - \$3.99 per 5.5-ounce bag.

*Ancient Grains* blends together quinoa, millet, chia, amaranth, brown rice, brown teff and sorghum to create a cracker-like chip that is thin, yet hearty. The chips are seasoned with garlic, red pepper and cumin and topped with just the right touch of sea salt. In addition, the chips are cooked in better-for-you sunflower and safflower oils that are low in saturated fats and high in monounsaturated fats.

The result is a real food snack chip like no other on the market.

“Quinoa is on-trend these days, but truthfully it has been celebrated for centuries for its nutritional benefits,” said Steve Sklar, senior vice president/general manager for Inventure Foods, Inc. “When formulating the recipe for *Ancient Grains*, we sought out ingredients that, when combined, offered a rare combination of taste and nutritional value. We believe snack food fans will rave about this new snack experience.”

*Ancient Grains* are a source of ten whole grains and feature zero trans fats, no cholesterol and just one gram of saturated fat. In addition, each serving provides two grams of fiber and protein as well as boosts of calcium and iron. The chips are certified gluten-free, Kosher certified and contain no genetically modified organisms (Non-GMO).

**Boulder Canyon® Foods** is a member of the Inventure Foods (Nasdaq:SNAK) family of Intensely Different™ specialty brands. The Company’s better-for-you and indulgent food brands include Boulder Canyon® Foods, Jamba®, Seattle’s Best Coffee®, Rader Farms®, TGI Fridays®, Nathan’s Famous®, Vidalia Brands®, Poore Brothers®, Tato Skins®, Willamette Valley Fruit Company™, Fresh Frozen™ and Bob’s Texas Style®. For further information about Inventure Foods’ specialty snack brands, visit [www.inventurefoods.com](http://www.inventurefoods.com).

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