

Kashi Company FACTS

Family Brands: Golden Goodness, Kashi Squares

Kashi ranked number one for overall nutrition. The company introduced one new family brand, Golden Goodness, the most nutritious of all family brands. The company rebranded its Kashi Honey Sunshine brand to "Kashi Squares." A new variety, Berry Blossoms, was also added to that brand line. The company did not advertise in 2011.

Nutrition Facts:

Overall Nutrition Score: 61
 Company Ranking: 1 of 9

Cereal	Overall nutrition score	Serving size (g)	Sugar (g)	Fiber (g)	Sodium (g)	CFBAI approved*
Golden Goodness	72	60	8	6	170	
Kashi Squares						
Original	70	28	1	3	160	
Honey Sunshine	56	30	6	5	135	
Berry Blossoms	54	30	7	6	125	

*April 2012

Marketing Facts:

Advertising spending and TV ad exposure: 2011
None.

Other media exposure: 2011
None.