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**New Post® Great Grains® Digestive Blend Cereals Help You  
Feel Balanced Inside and Out**

*Fiber, Whole Grain and Active Cultures Help Support Healthy Digestion*

**PARSIPPANY, N.J. (February 5, 2014)** – In 2014, Post Foods, LLC, is doing their part to help Americans maintain healthy digestive systems by introducing Great Grains Digestive Blend cereals. In addition to having the whole grains and natural fiber found in all Great Grains cereals, these new varieties add active cultures to the tasty, nutritious ingredients Great Grains has been bringing to breakfast tables for years. Great Grains Digestive Blend cereals come in two delicious varieties: Berry Medley and Vanilla Graham, both of which are filled with nutrition you can see in every spoonful.

“Research shows, nine out of 10 Americans are not getting enough fiber in their diets,” said Mark Izzo, Vice President of Research, Development and Innovations at Post Foods, LLC. “We developed Great Grains Digestive Blend cereals with fiber, active cultures and more than 85 percent of the daily recommended amount of whole grains per serving – three key ingredients to help support digestive health and help people feel more balanced from the inside out.”

New Great Grains Digestive Blend Berry Medley features active cultures, tasty oat clusters and is made from whole grain barley, multi-grain flakes, and real berry juice. Each one cup serving is an excellent source of fiber (7g), a good source of iron and contains 43g of Whole Grain per serving.<sup>1</sup>

New Great Grains Digestive Blend Vanilla Graham contains flaxseed and active cultures as well as whole grains and fiber from wheat and barley, rolled oats, multi-grain flakes and clusters. Each one cup serving is an excellent source of fiber (7g), a good source of iron and contains 41g of Whole Grain per serving.<sup>1</sup>

All Great Grains cereals are made with less processed grains for more wholesome nutrition in every bowl. Every recipe has at least 30g of whole grains per serving and is a heart healthy<sup>2</sup> way to start the day.

For more information, please visit [www.greatgrains.com](http://www.greatgrains.com) and [www.facebook.com/greatgrains](http://www.facebook.com/greatgrains).

<sup>1</sup>Nutritionists recommend eating three or more servings of whole grain food per day (about 16g whole grain per serving or at least 48g per day)

<sup>2</sup>Diets rich in whole grain foods and other plant foods, and low in saturated fat and cholesterol, may help reduce the risk of heart disease.

**About Post Foods, LLC**

Post has enriched the lives of consumers, bringing quality foods to the breakfast table since the company’s founding in 1895. Post’s portfolio of brands includes diverse offerings to meet the taste and nutritional needs of all families, including such favorites as Honey Bunches of Oats®,

Pebbles™, Great Grains®, Post® Shredded Wheat, Post® Raisin Bran, Grape-Nuts®, and Honeycomb®. Post is dedicated to nourishing goodness, providing consumers with a variety of cereal choices to meet their nutritional needs from whole grain and fiber to lower sugar offerings. For more information about Post Cereals, visit [www.PostFoods.com](http://www.PostFoods.com).

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