



PRESS RELEASE

For Immediate Circulation

Wheat Nuts® Are Back

ATCHISON, KANSAS (August 2015) – Inclusion Technologies LLC has just launched an eCommerce site where consumers can once again purchase Wheat Nuts® and a select range of their Nadanut® products (formerly called Bowlby's Bits®). The new site is www.nadanut.com and the company is currently test marketing the sale of four different snack packs of products. Wheat Nuts®, originally developed by Pillsbury® in the 1970's, had been on the retail market for over 30 years until they were pulled from the shelves by Anacon Foods in November 2013. With TV spots on both the Price is Right® and Wheel of Fortune®, the Wheat Nuts® product had gained a very large and loyal following of consumers who had to avoid nuts for various reasons, but still wanted a nut-like snack.



Dennis Reid, VP of Sales & Marketing for Inclusion Technologies said “since acquiring the assets from Anacon Foods, we have gotten hundreds of inquiries from loyal consumers looking to buy Wheat Nuts® again, so we are very pleased to finally offer them a way to do so through online purchases. We are also still actively looking for a retail Distribution partner who sees the value in this very unique snack platform and nostalgic brand, because it would be nice for the consumers to eventually have the Wheat Nuts® back on the grocery store shelves too.” If the test market is successful, the company plans to expand this platform and offer additional products in the future as well, including their non-GMO line and new seasoned varieties.

About Inclusion Technologies LLC

Based in Atchison Kansas, Inclusion Technologies, LLC is a new ingredient and management company focused on investments and acquisitions in the food inclusion space. Through a planned “buy and build” strategy, along with planned strategic alliances, the company’s goal is to develop a broad-based portfolio of specialty inclusions focused on innovative ingredient solutions and supported by superior customer service. For more information on their strategy or to discuss potential Industry alliances or acquisitions, please contact Christopher Jansen at cjansen@inclusiontech.com.