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New Post® Goodness™-To-Go Breakfast Shake Fuels Busy Mornings
Post Foods' New Beverage Offers Convenient Nutrition and Great Taste

PARSIPPANY, N.J. (June 19, 2014) – Today, Post Foods, LLC, announced their expansion into the beverage category with the launch of the brand's first breakfast shake product, Post Goodness-To-Go. These new dairy blend beverages are an excellent source of protein and are made with natural sweeteners and flavors, making it easy to have a nutritious and satisfying breakfast anytime, especially when you're on the go.

"Americans today are constantly on-the-go, making it hard to find time for a nutritious breakfast – the most important meal of the day," said Mark Izzo, Ph.D., Vice President of Research, Development and Innovations at Post Foods. "Post was founded more than 100 years ago with the introduction of Postum cereal beverage, and we're excited to get back to our roots with the creation of Post Goodness-To-Go breakfast beverages. Today, anyone can enjoy the wholesome nutrition they've come to expect from Post Foods – now without a bowl and spoon."

Available in three flavors, Tahitian Vanilla, Dutch Chocolate and Mocha, these balanced, satisfying shakes are free of artificial flavors, colors or sweeteners. Each flavor of Post Goodness-To-Go is naturally sweetened with agave, monk fruit and stevia and has 15 grams of protein. Add in three grams of fiber and only 170 calories per serving and Post is serving up a satisfying, delicious breakfast shake. Each Post Goodness-To-Go package includes four, single-serve, shelf-stable cartons.

New Post Goodness-To-Go Mocha combines real Dutch cocoa and coffee, infusing two breakfast favorites into one. The Tahitian Vanilla flavor of Post Goodness-To-Go is made with real Tahitian Vanilla extract, for a creamy and tasty way to kick-off your morning. Post Goodness-To-Go Dutch Chocolate is naturally flavored with real Dutch cocoa, creating an authentic chocolate taste. Each shake is packed with vitamins and nutrients for breakfast time or anytime.

For more information, please visit us online at www.PostGoodness.com.

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[®], Honeycomb[®] and Post Goodness[™]-To-Go. Post is dedicated to nourishing goodness, providing consumers with a variety of breakfast choices to meet their nutritional needs from whole grain and fiber to lower sugar offerings. For more information about Post Foods, visit www.PostFoods.com.

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