

For Immediate Release



## **The Loop Gets Ready for Froot Loops Plus 29 Other Cereals**

### **Cereality Cereal Bar & Cafe to Open Across from Chicago Mercantile Exchange by Late Spring**

**CHICAGO, Feb. 22** — CHICAGO, February 22, 2005 – In the late spring, Cereality® Cereal Bar & Cafe will open its first Chicago area restaurant at 100 South Wacker at Monroe, across the street from the Chicago Mercantile Exchange. Cereality recently announced it would move its company headquarters to Chicago from Boulder, Colorado.

The location in the Loop is the also the first “office worker” site for the company which began with a 200-square-foot pilot store on the campus of Arizona State University. In December 2004, Cereality opened a 1,500-square-foot café on Walnut Street, in a retail complex near the University of Pennsylvania campus. The Philadelphia store has attracted students, faculty, families, office and blue collar workers in the area, as well as from the Main Line suburbs.

The simple but ingenious premise of Cereality – “all cereal, all day, all ways”– marries the ubiquity of cereal consumption to the trends of personalization, convenience and the creation of “experience” in a retail setting.

“This Loop location is perfect for the next phase of our national roll-out” said David Roth, CEO and co-founder of Cereality. “We’ll get a huge cross-section of office workers plus the thousands of traders, clerks and visitors to the Chicago Mercantile Exchange. Since so many of our ‘ingredients’ – milk, wheat, butter – are traded as commodities at the ‘Merc,’ we couldn’t have picked a better spot!”

The Cereality Cereal Bar & Café at 100 South Wacker will be a 1300-square-foot home away from home for cereal and cereal-inspired snacks. Free Wi-Fi access, pajama-top wearing “Cereologists™” comfortable non-traditional seating and other unique aspects of the Cereality experience will be part of this location.

“Chicago – both the city and the suburbs – presents a wonderful opportunity for Cereality,” noted Roth. “We’re very excited to have our first Chicagoland location in place and look forward to a record-breaking opening in the late spring. And we’re actively looking at locations in the greater Chicago suburbs as well as across the country.”

## **About Cereality**

Cereality is an exciting, patent-pending new business that breaks the mold of traditional foodservice to bring a unique, highly personal, healthy eating experience to the consumer, entirely focused around brand-name cereals. One of the most compelling aspects of Cereality is that the menu offerings are already famous, with favorite brands from Quaker Oats, Kellogg's, General Mills and Post.

Customers can choose from 30 different cereal varieties, 30 different toppings, a variety of milks (including soy and lactose-free) and choices of hot and cold beverages. Yet, these cereals aren't just served in bowls. They're also used in proprietary cereal bars, snack mixes, granolas, and smoothies. Customers can even get Quaker hot cereals made to order. Cereal boxes are displayed in custom-built kitchen cabinets to create a unique residential, home kitchen atmosphere. Pajama-clad Cereologists™ prepare orders to customers' specifications.

Cereality is privately held but has a variety of key strategic partnerships in various industries. The company works closely with the Chicago-based Quaker Oats Company, an early-stage investor in the business, which also provides key R&D resources. Cereality also is a licensee of the "got milk?®" trademark of the California Milk Processor Board.

**For more information** about Cereality, go to <http://www.cereality.com>  
Photos of Cereality locations can be provided upon request.

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both of Burson-Marsteller, for Cereality