



**PHILADELPHIA. HOME OF LIBERTY, BROTHERLY LOVE,  
AND 1500 SQUARE FEET OF CEREAL.**

**Cereality® Cereal Bar and Café to Open Early November 2004  
Across from The University of Pennsylvania**

Boulder, Colo., September 16, 2004 – In early November, Cereality®, the news-making cereal bar and café foodservice concept, will open its first sit down café at University Square, the popular retail district at the University of Pennsylvania at 36<sup>th</sup> and Walnut Streets in the University City section of Philadelphia. Following on the heels of its highly touted prototype store in Arizona, the 1,500-square-foot café will be the first new site for the company as it begins to roll out nationally. The simple 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.

Cereality began in August 2003 with a 200-square foot kiosk prototype in Arizona State University’s Memorial Union building. The first Philadelphia location will expand beyond the on-campus environment by opening across from Penn’s Wharton School of Business, as well as the Annenberg Center for the Performing Arts. At University Square, Cereality will be in a retail district side-by-side with the Penn Bookstore (a 55,000-square-foot Barnes & Noble superstore), a top-grossing Cosi restaurant, a Philadelphia original, Urban Outfitters, and the four-diamond Hilton Inn at Penn. Madison Marquette, the leasing agent for University Square, approached Cereality on behalf of the University of Pennsylvania.

“As we begin Cereality’s national roll-out, we’re very excited to be among this collection of high-profile retailers at University Square and across the street from one of the Ivy League’s best, the University of Pennsylvania” said David Roth, CEO and co-founder of Cereality. “Here, we’ll get a broad-base of customers who all love cereal...students, faculty and employees working at Penn, as well as tourists staying at The Hilton Inn at Penn.”

The location also capitalizes on visitors to The Annenberg Center and a nearby health club facility. Roth noted the larger format of the café—with outdoor seating, farm tables, upholstered chairs and window counter seating—will add to the brand’s focus on the comforts of home and create a natural gathering spot in the vibrant community.

““We are thrilled that Cereality has chosen Penn and Philadelphia as the location of their first sit down café,” said Omar Blaik, Penn’s Senior Vice President for Facilities and Real Estate Services. “The addition of Cereality to our retail portfolio will add a creative, lively and unique food concept to our business community.”

**The Cereality Story – Your Home for Cereal, Away from Home™.**

Cereality is a breakthrough, patent-pending concept in the foodservice arena. The “Seinfeld-esque” kitchen setting features homey kitchen cabinets stocked with familiar cereals. From morning to night, Cereality exclusively focuses on the custom-blending and serving of both familiar and proprietary cold and hot cereals. Additionally, Cereality’s exclusive original recipe cereal-based snack foods such as snack bars, savory or sweet snack mixes and smoothies called “Slurrealities,” expand cereal habits beyond the bowl and tap into the important “grab-and-go” healthy eating trend.

The basic Cereality offering works like this:

- Three main ways of ordering: “Your Cereal. Your Way™”, “Your Cereal. Our Way™”, “Your Cereal. A Whole New Way™”
- 30-plus choices of cereal (best-loved brand names from Quaker, General Mills, Kellogg’s and Post) and 30-plus choices of toppings, 3 types of milk, plus an assortment of specialty milks (including soy)
- “What’s in YOUR Bowl™?”—the most popular order: two full cups of whatever cereals you want, plus a topping and milk, served in the signature Cereality “bucket” (a leak-proof 32-ounce container) – a full meal for under \$3; additional toppings available for 50¢ each; full boxes of customized combos are also available.

Customers can also take the serving suggestions of the pajama-clad “Cereologists™” behind the counter. “Life Experience™” for example is a popular mix of Life® Cereal with sliced almonds, bananas, and a drizzle of honey. “Banana Brown Betty™” is the most popular hot cereal order —featuring Quaker Oatmeal made with banana syrup and molasses sugar, topped with streusel and bananas.

Boulder-based Cereality is privately held but has a variety of key strategic partnerships in various industries. The company works closely with the Quaker Oats Company, an early-stage investor in the business, which also provides key R&D and distribution resources. Cereality also is a licensee of the “got milk?®” trademark. “Cereality is selling a fabulous snack to a mass market at a reasonable price in terrific locations. And nothing else works in that carton but milk. Sports drinks and soda don’t cut it in a bowl of Honey Nut Cheerios,” said Jeff Manning, Executive Director, California Milk Processor Board.

As Cereality continues its rollout of company-owned and operated stores, Roth and co-founder Rick Bacher are looking at locations in all regions of the country and in a variety of settings including colleges, office buildings, healthcare facilities and transportation hubs. “The Cereality concept works best in places where people ‘live their lives’,” explains Roth. “Cereal eating is habitual and highly personal – and you want a fast, convenient and delicious way to incorporate cereal into your day.”

#### **About the Cereality Founders:**

David Roth and Rick Bacher are the brains behind this novel concept. Roth, president and CEO, is an entrepreneur armed with experience in brand development, food and media. Bacher, Chief Creative Officer brings sixteen years of corporate identity, packaging and design credentials to Cereality.

For more information about Cereality, go to [www.cereality.com](http://www.cereality.com). Photos of ASU Cereality can be provided upon request.

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