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## **BeetNPath® Celebrates the Release of PrOaTs®: the Steel Cut Oat Power Meal**

*A new take to on-the-go foods emerges as BeetNPath® launches its protein packed power meal.*

**ITHACA, NY. May 14, 2010** – BeetNPath® announces the launch of **PrOaTs®**, the first product in a line of farm to fork foods. A protein packed steel cut oat power meal for anytime and anywhere, **PrOaTs** was released to college campuses May 3.

Packed with protein, **PrOaTs** is specially designed to support a student's bustling and demanding lifestyle. The power meal is made with organic steel cut oats, organic flax seeds, and egg whites. With 20 grams of protein and seven grams of fiber in each serving, **PrOaTs** is the perfect food for those who are looking for a high energy meal but are short on time. A unique power meal, **PrOaTs** is both a snack and a meal for any time of the day.

**PrOaTs** made its debut at vendor shows on college campuses this Spring, including Binghamton University, SUNY Oneonta, Niagara University, Buffalo State College, and Ithaca College. At each show, students consistently gave the power meal high praise.

"Every campus that we visited was filled with students who were very aware of what they ate," said Jeannine Sacco, BeetNPath President. "The students told us that they need a quick, healthy and protein packed option like **PrOaTs** on campus and we're excited to be filling this void."

**PrOaTs** is the first of five meal options to be released by BeetNPath. Four fresh complete meals will be available on campuses in the fall: **Mac 'n Jack**, a creamy macaroni and cheese made with multigrain pasta and paired with a locally produced antibiotic free turkey chili; **Loafer's Delight**, a unique antibiotic free turkey meatloaf accompanied by dirty smashed 'taters and broccoli; **Kickin' Chicken**, a Southwestern style hand-pulled chipotle chicken served with lime cilantro brown rice topped with Santa Fe black beans; and **Bolo'tini**, a rich grass-fed beef, Bolognese served over multigrain pasta with a side of grilled marinated vegetables.

### **About BeetNPath**

BeetNPath is a farm to fork food producer for universities, colleges and other institutions in the New York State region. Focused on the Millennial Generation, BeetNPath works to develop foods that assist people in developing a well-balanced approach to food and diet, but also encourages them to buy foods that are locally produced, minimally processed and based on fresh ingredients. For more information please visit [www.beetnpath.com](http://www.beetnpath.com) or email us at [bnp@beetnpath.com](mailto:bnp@beetnpath.com).

BeetNPath is the latest portfolio company nurtured by KensaGroup, LLC, a technology commercialization firm in Ithaca, NY which has successfully launched 10 start-up companies. BeetNPath's team is uniquely qualified to align operations and drive growth on campuses by capitalizing on over 40 years of combined experience and success.