

New Curate™ Kids Combines Wholesome Ingredients and Kid-Friendly Flavors to Help Parents Win Snack-time

CURATE KIDS GIVES PARENTS AND KIDS NUTRITIOUS AND CONVENIENT SNACKING OPTIONS FOR EVERY OCCASION

ABBOTT PARK, Ill., May 10, 2016 /PRNewswire/ -- Parents know that kids need good nutrition to be their healthiest and grow to their full potential but when you're constantly on the go, it can be hard to find wholesome snacking options that kids will actually eat. With the launch of Curate Kids – a new line of nutritious snack bars made with good-for-you ingredients in kid-approved flavors – parents don't need to compromise. This filling snack is the perfect choice to help give your kids the fuel they need to get through a car ride, sports practice, camping trip, playground adventure or any occasion that calls for a snack between meals.

"We want to help parents win the snack time battle with great-tasting, on-the-go options that don't compromise on nutrition," Daniel Marple, general manager, Nutritious Snacks, Abbott, said. "Any parent knows that when it comes to getting your kids to eat what they should, taste is key. Curate Kids is a snack that kids will enjoy and that parents can feel good about."

Curate Kids bars are non-GMO, gluten-free and made with no artificial preservatives, flavors or colors. The bars contain 4 grams of protein and 2 grams of fiber, and will launch in three kid-inspired flavors:

- **Oatmeal & Chocolate Chunk:** Gluten-free oats, unsweetened chocolate and a hint of vanilla make for a nutritious and tasty combination. Plant-based fiber from organic quinoa and oats come together to create a nut-free snack that will keep the kids lively and their taste buds happy.
- **Chocolate & Banana:** The sweet taste of chocolate mixed with the creaminess of bananas. It's paired with nutty almond butter and toasty organic quinoa for a twist on a classic flavor combination.
- **Apple & Cinnamon:** Familiar flavors of apples and cinnamon pair with protein from cashews and almond butter to keep tummies full. Plus, the chewiness of organic quinoa and gluten-free oats bring out the perfect taste and texture in every bite.

"Nutritious snacks can help keep kids alert and satisfied in-between meals, making them an important part of a child's eating routine," said culinary nutritionist Katie Cavuto, MS, RD. "As a mom and dietitian, I know it's hard to find options that taste good and fit my nutritional standards. That's why I like Curate Kids bars which contain whole grains as well as plant based fiber and protein – nutrients every kid needs. And best of all, the familiar flavors will please even the pickiest palettes."

Curate Kids snack bars are available at retail stores nationwide – find them in the snack bar section next to original Curate bars. Curate Kids bars' suggested retail price is \$4.99 for a 5-pack.

Visit www.curatesnacks.com to learn more. Connect with us on Facebook at www.facebook.com/curatesnacks, on Twitter @CurateSnacks, or on Instagram @CurateSnacks.

About Curate:

Curate is a new snack brand that takes a culinary approach to nutritious snacking. We bring together real food ingredients to create unexpected, yet brilliant flavor combinations that taste handcrafted by a chef. Passion for food and health is what we're about. Curation – finding and purposefully bringing together seemingly disparate elements – is what we do best. For more on Curate, visit www.curatesnacks.com or follow Curate on [Facebook](#), [Twitter](#) and [Instagram](#).

About Abbott:

At Abbott (NYSE: ABT), we're committed to helping you live your best possible life through the power of health. For more than 125 years, we've brought new products and technologies to the world -- in nutrition, diagnostics, medical devices and branded generic pharmaceuticals -- that create more possibilities for more people at all stages of life. Today, 74,000 of us are working to help people live not just longer, but better, in the more than 150 countries we serve.

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