

KIND Blog (/blog) > A note to our KIND community



April 14th, 2015

## A note to our KIND community

By KIND Editor (<http://www.kindsnacks.com/blog/author/kind-editor/>)

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Something we're very proud of at KIND is the relationship that we have with **US English** and the transparent and honest dialogue that we share, which is why we're making you aware of a correspondence we've received from the Food and Drug Administration (FDA).

The FDA is requesting adjustments to the labeling language on four of our bars and our website, and we're working now to bring all items to compliance. Please know that there are no quality or safety issues relating to our snack foods or their ingredients. KIND snacks remain a safe and nutritious choice for our fans and their families. The labeling adjustments are being made to these four flavors:

- Almond & Apricot
- Almond & Coconut
- Peanut Butter and Dark Chocolate + Protein
- Dark Chocolate Cherry Cashew + Antioxidants

The FDA pointed out a number of items that we're correcting, and there's one that we feel is particularly important to discuss as it cuts to the core of who we are. We've built a brand centered around creating wholesome and great tasting snacks. While this will never change, some of our products do not follow the FDA regulatory standard for using the word "healthy" on a label, which says, among other things, that a snack food can't have more than 3g of total fat or 1g of saturated fat per serving.

Nuts, key ingredients in many of our snacks and one of the things that make fans love our bars, contain nutritious fats that exceed the amount allowed under the FDA's standard. This is similar to other foods that do not meet the standard for use of the term healthy, but are generally considered to be good for you like avocados, salmon and eggs. Here is just some of the recent [news](http://well.blogs.nytimes.com/2015/03/30/nuts-are-a-nutritional-powerhouse-for-rich-and-poor/?_r=0) ([http://well.blogs.nytimes.com/2015/03/30/nuts-are-a-nutritional-powerhouse-for-rich-and-poor/?\\_r=0](http://well.blogs.nytimes.com/2015/03/30/nuts-are-a-nutritional-powerhouse-for-rich-and-poor/?_r=0)) and [research](http://www.health.harvard.edu/blog/eating-nuts-linked-to-healthier-longer-life-201311206893) (<http://www.health.harvard.edu/blog/eating-nuts-linked-to-healthier-longer-life-201311206893>) on the significant nutritional benefits of nuts.

Our team at KIND is fully committed to working alongside the FDA, and we're moving quickly to comply with its request. We're also taking it upon ourselves to conduct a thorough review of all of our snack food labels and website information to ensure that they're compliant.

We couldn't be more proud of our snack foods and their nutritional benefits. While we make these updates to our packaging and our website, please know that our recipes will stay the same. Our entire line of delicious snacks made with high quality

ingredients like whole grains, nuts and seeds will continue to be available wherever KIND is sold.

We always appreciate hearing from you, so drop us a line if you have questions at [customerservice@kindsnacks.com](mailto:customerservice@kindsnacks.com).

Your KIND Team

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Tags:



KIND Editor *Contributor*

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