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**Massachusetts Governor Inaugurates New Locally Produced  
Bar Line at Weetabix North America**  
New Bar Line Equipment Enables WNA To Produce USDA Certified Organic  
Cereal Bars On-Site At The Clinton, MA Bakery

**Petaluma, CA** - [Weetabix North America](#), with brands including Weetabix, organic foods pioneer [Barbara's Bakery](#), and Nature's Choice, today announces the launch of its foray into the organic and health bar business with the inauguration of its new cold press bar line by MA Gov. Deval Patrick.

The bar line equipment recently installed at the Clinton, Massachusetts bakery, which is certified to produce organic bars, will enable Weetabix North America to produce bars locally for all North American markets and expand its business reach into the booming health bar segment. [Weetabix North America](#) is one of the leading manufacturers of organic, natural and whole grain cereals in the U.S. The company is currently in the research and development stage for several new bars and brand extensions that will utilize this equipment, along with pursuing the contract manufacturing opportunities it presents.

On Friday, May 30<sup>th</sup>, Weetabix North America will host MA Gov. Deval Patrick and many other dignitaries for the bar inauguration and ribbon cutting ceremony to inaugurate the new equipment.

An estimated 100 to 150 people will be in attendance, including Massachusetts Governor Deval Patrick, US Rep. Jim McGovern (D-MA), SR Harold McNaughton (D-MA), as well as selectmen from Clinton, MA, and dignitaries from the local chamber of commerce. Products from both Barbara's Bakery and Weetabix will be available for tasting and refreshments and goodie bags will be provided.

Said Chuck Marble, Executive Vice President of Weetabix North America, "With the economy in its current state, we are thrilled that Weetabix North America is able to expand the capabilities of our organically certified Clinton plant and meet the needs of today's on-the-go consumers with nutritious and convenient foods that don't sacrifice great taste."

Weetabix North America has plants and distribution centers in Clinton, MA, Cobourg, Ontario, Canada, and in Petaluma, CA. For more information, please visit [www.Weetabix.com](http://www.Weetabix.com) and click on the U.S. and Canadian flag icons to learn more about Weetabix North America.

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