



Media Information

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SUBARU OF AMERICA LAUNCHES ALL-NEW 2023 SUBARU FORAGER GRANOLA FOR LIFE'S CRUNCHIEST PURSUITS

This April, Automaker Drives into Granola Business with Super "Crunchy" Snack

Camden, N.J., Mar 31, 2023 - Subaru of America, Inc. today announced that as part of its commitment to be More Than a Car Company®, the automaker will do just that this April. For those who like their snacks to be as crunchy as they are, Subaru is entering the granola business with the debut of the all-new Subaru Forager Granola.

The closest thing you'll find to eating compost for breakfast, Subaru Forager Granola is a companion snack to power you through life's crunchiest pursuits. The ultimate driver's seat treat (just ignore the crumbs) Forager can power even the busiest days, whether you're scouting out trees to hug, talking to plants, or searching for a spot for your latest bumper sticker.

"At Subaru, we're committed to being More Than a Car Company, and now, we are literally More Than a Car Company, because we're making granola," said Moe Muesli, Head of Texture and Granularity at Subaru of America, Inc. "We know Subaru drivers have a reputation for being 'crunchy,' and now we have a snack that is as crunchy – or perhaps crunchier – than they are."

Subaru Forager Granola blends wholesome grains, nuts, dried fruits, and the promise of the open road, offering all of the goodness of nature in one tasty package.* Because each journey is unique, Forager is customizable with any ingredients. Subaru recommends fresh steam from Old Faithful, crunchy macrobiotic twigs, and even (maybe?) those berries you found in the woods.

And with packaging made from 100% Recycled Good Vibes, consumers can eat Subaru Forager Granola and feel good about their environmental footprint. Empty bags can be placed right back into the earth. As they break down, you'll be putting good vibes back into the soil of your local community.

Subaru Forager Granola was set to launch on April 1, but because this is an April Fool's Day joke, it won't be hitting grocery shelves or Subaru retail locations any time soon. But for all those living on the crunchier side of life, Subaru will always be there to fuel your trip. Stay crunchy, and April Fools!

**May also contain dog hair, but it should come off with a lint roller.*

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise®](#), which is the company's vision to show love and respect to everyone and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](#). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).