

## **Kim & Scott's Gourmet Pretzels(R) Celebrates National Pretzel Day With 20 Percent Discount**

CHICAGO, April 24 /PRNewswire/ -- Kim & Scott's Gourmet Pretzels(R) will celebrate National Pretzel Day Thursday, April 26 with a 20 percent discount on all internet orders made on that day at <http://www.kimandscotts.com> (enter code #04272007PRTZLS). In addition, the company will offer a buy one get one free special on pretzel orders placed at the Kim & Scott Twisting Cafe located at Kohl Children's Museum in Glenview, Ill. This is the only cafe in the world where kids can twist, top, bake and enjoy their own pretzel creations.

"Pretzels are considered to be the world's first snack food – what better way to celebrate than to give customers another great reason to order delicious and nutritious pretzels," said company co-president and founder, Scott Holstein.

### **The History Of The Pretzel**

As early as 610 A.D. at a monastery in Southern France or Northern Italy, monks used scraps of dough and formed them into strips to represent a child's arms folded in prayer. The three empty holes represented the Christian Trinity. The monks offered the warm, doughy treat to children who had memorized their Bible verses and prayers. The monks called it a "Pretiola," Latin for "little reward." From there, the pretzel transformed into the Italian word, "Brachiola," which means "little arms."

The Pretiola journeyed beyond the French and Italian wine regions, hiked the Alps, wandered through Austria, and crossed into Germany, where it became known as the "Bretzel" or "Pretzel." The whimsical pretzel shape worked its way into

European culture not only as a reward but as a symbol of good luck and prosperity -- appearing in festivals and religious celebrations.

A few modern pretzel facts from the Snack Food Association:

- Largest pretzel ever baked: 40 lbs, 5 feet, by Joe Nacchio/Federal

  - Baking, Philadelphia, PA

- Pretzels in the movies: 20 lb., 4-ft pretzel appeared in "It's a Mad Mad Mad Mad World" (1963)

- Annual pretzel sales top \$180 million; pretzels are the second most popular snack, right behind potato chips and just in front of popcorn.

About Kim & Scott's Gourmet Pretzels

Since 1995, Kim and Scott Holstein, co-founders of Kim & Scott's Gourmet Pretzels, have grown their business from the kitchen in Kim's studio apartment to a national presence selling millions of pretzels each week via grocery store chains like Whole Foods, Wild Oats and Albertsons.

In addition, their pretzels can be found at Loews Theaters, Border's Books & Music, Barnes & Noble, and via regular appearances on QVC, where they sold more than 150,000 pretzels in just 12 minutes when they debuted on the network. They have also been named "entrepreneurs to watch" by Entrepreneur Magazine, profiled by the Food Network's Road Tasted with the Deen Brothers, USA Today and selected as one of 100 top urban entrepreneurs by Inc Magazine. Kim & Scott's bakery is located in Chicago and the first-ever Twisting Cafe and Pretzel Bakery is located at Kohl Children's Museum in Glenview, Ill. For more information, please visit [kimandscotts.com](http://kimandscotts.com) or call (800) 57-TWIST.