

FOR IMMEDIATE RELEASE

PHOTO AVAILABLE UPON  
REQUEST

## **KIM AND SCOTT'S GOURMET PRETZELS INTRODUCES ITS WHOLE GRAIN GRILLED CHEESE STUFFED PRETZEL AT NATURAL WEST EXPO**

ANAHEIM (March 11, 2007) “Kim and Scotts Gourmet Pretzels” introduced its Whole Grain Grilled Cheese Stuffed Pretzel at the Natural Expo West here this weekend. “This is a wonderful product, one of America’s favorite classics with a twist,” said company co-president and founder, Kim Holstein. “We’ve added whole grains to make it as nutritious as it is delicious.”

Like all of its pretzels, the whole-grain grilled cheese pretzel is all-natural, trans-fat free, peanut free and vegetarian. In addition to being a good source of whole grains it is also rich in protein and calcium. The four-ounce pretzels, sold in a 4-pack retail box, will be available nationally in the frozen section of grocery stores, including Whole Foods and Wild Oats. They are also available online at [www.kimandscotts.com](http://www.kimandscotts.com) along with more than 20 other flavors.

“Our original Grilled Cheese Stuffed Pretzel is one the company’s best-selling pretzels,” stated Scott Holstein, co-president and founder. “This gives our customers a whole-grain option for one of their favorite pretzels.”

Every Kim and Scott Gourmet Pretzel is hand-twisted in the company’s bakery in Chicago. They are perfect for kids’ lunches and lunches on the go- just warm and serve.

### **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 Albertsons, Wild Oats and Whole Foods. 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 Café & Pretzel Bakery is located at Kohl Children’s Museum outside of Chicago. For more information, please visit [kimandscotts.com](http://kimandscotts.com) or call (800) 57-TWIST.