

Kim & Scott's Gourmet Pretzels(R) Introduces Two Tailgate Samplers in Time for Super Bowl

CHICAGO, Jan. 22 /PRNewswire/ -- Whether you're rooting for the Patriots or the Giants on February 3 -- one thing you can all agree on -- is serving Kim & Scott's Gourmet Pretzels at your upcoming Super Bowl party.

Kim & Scott's Gourmet Pretzels (<http://www.kimandscotts.com>) put together two Sampler packs to fit the size and budget of your super party. The Tailgate Sampler includes 2 of the following 6-ounce pretzels: Pizza Pretzels(TM), Grilled Cheese Pretzels(TM), Cheddar Jalapeno Pretzels, Traditional Bavarian Pretzels, Sourdough Asiago Pretzels and Cheese Lover' Pretzels for \$29.29 and the Pro Tailgate Sampler is 4 of the above 6-ounce pretzels for \$53.99. These two samplers are discounted 10 percent off the regular price.

"We wanted to offer customers a "twist" on traditional Super Bowl party food," said Kim Holstein, co-founder and president of Kim & Scott's. "These samplers feature our most popular flavors that will make any Super Bowl spread special."

"Stuffed pretzels are a hearty appetizer or meal that can be easily heated in the oven at home or right on the grill while tailgating," said Scott Holstein, co-founder and chief-operations officer, K&SGP. "Our pretzels are the perfect food for watching a game because everything is stuffed inside, you don't have to worry about spilling any toppings when you jump-up and yell at the TV."

To order in time for the Big Game, go to <http://www.kimandscotts.com> or call 800-57-TWIST by January 29.

All of Kim & Scott's Pretzels are all-natural, trans-fat and peanut free, low in cholesterol, and a good source of whole grains. The pretzels are perfect for snacks, desserts, kids' lunches and on-the-go meals and snacks -- 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, Jewel, Wild Oats and Whole Foods. In addition, their pretzels can be found at Loews Theaters, Borders 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, CNBC's The Big Idea with Donny Deutsch, 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 Pretzel Bakery and Twisting Cafe is located at Kohl Children's Museum outside of Chicago.

For more information, please visit <http://www.kimandscotts.com> or call (800) 57-TWIST.