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**KIM & SCOTT'S GOURMET PRETZELS® INTRODUCES ITS
CHOCOLATE CRUMB PRETZEL FROZEN 4-PACK AT 2007
NASFT® FANCY FOOD SHOW**

**First All-Chocolate Pretzel is Cocoa-Baked, Stuffed with Creamy Fudge
Drizzled With Dark Chocolate and Topped with Chocolate Crumb**

NEW YORK – (July 9) Kim & Scott's Gourmet Pretzels® introduces its *Chocolate Crumb Pretzel* frozen 4-pack at the *2007 NASFT Fancy Food Show* in New York City. The sweet soft pretzel is baked with real cocoa, stuffed with creamy fudge, drizzled with dark chocolate and topped with chocolate crumb. "This is a chocolate lover's dream come true," says company co-president and founder, Kim Holstein. "Now a rich and decadent chocolate extravaganza, in the familiar shape of a soft pretzel, is available right in your grocer's freezer." She continues, "It's amazing on its own or topped with your favorite scoop of ice cream."

The launch of the Chocolate Crumb Pretzel marks Kim & Scott's sixth product to be available in grocers' freezers throughout the country. Others include: Apple Cinnamon, Stuffed Pizza Pretzel™, Sourdough Parmesan, Stuffed Grilled Cheese Pretzel™ and Traditional Bavarian. "Our continued foray into grocery retail has been overwhelmingly positive – coupled with our online business – our brand continues to grow and reach new markets throughout the country," says co-president and co-founder, Scott Holstein.

Made with real chocolate, the pretzel is all-natural, trans-fat and peanut free, low in cholesterol and a good source of whole grains. The four-ounce pretzels, sold in a 4-pack retail box, will be available nationally in the frozen sections and specialty all-natural frozen sections of grocery stores, including Whole Foods and Wild Oats. They are also available online at www.kimandscotts.com along with dozens of other sweet or savory flavors.

Every Kim and Scott Gourmet Pretzel is all-natural and hand-twisted in the company's bakery in Chicago. They are perfect for snacks, desserts, 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, Jewel, 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, 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 Twisting Café and Pretzel Bakery is located at Kohl Children's Museum outside of Chicago. For more information, please visit kimandscotts.com or call (800) 57-TWIST.

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