

Kim and Scott's Gourmet Pretzels Launches A Breakfast FIRST: First All-Natural Breakfast Pretzel Line Premieres at Natural Products Expo West

For the ever-hurried, grab-n-go breakfast eaters, Kim and Scott's Gourmet Pretzels has a new, all-natural solution: a trio of Breakfast Pretzels. The Chicago-based company will launch their new Breakfast Pretzel Line at the Natural Products Expo West at the Anaheim Convention Center, Anaheim, California, March 14 – 16, 2008. On Saturday, March 15th, Kim & Scott's will be hosting a "Breakfast Bash" held at Booth # 4813 from 10 a.m. to 11:30 a.m. PST to offer Breakfast Pretzel samples to the media and show attendees.

The new Breakfast Pretzel Line is all natural, vegetarian, twisted by hand, made from scratch and a good source of whole grains. All three are made with nutritious flax. The lineup includes the following: **Egg & Cheese** (stuffed with scrambled eggs, mozzarella cheese, chopped onions and bell peppers and topped with shredded cheddar cheese and bell peppers); **Cinnamon Roll** (with the delicious center of a cinnamon roll in every bite, starting with a cinnamon dough, stuffed with a buttery, brown sugar and cinnamon filling and topped with a crispy crumb topping that's drizzled with creamy icing); and **Mixed Berry & Cream Cheese** (a berry-filled dough with a center stuffed in blackberries, raspberries, and delicious cream cheese, then topped with vanilla soy crumble). For consumer convenience, all three are made to be heated in the oven or the microwave.

For product samples, nutrition information, interview requests and more, please contact Denise Dorman of WriteBrain Media at 630.845.4694 or denise@writebrainmedia.com.

About Kim & Scott's Gourmet Pretzels

Since 1995, Kim & Scott's Gourmet Pretzels co-founders Kim and Scott Holstein have grown their business from the kitchen in Kim's Chicago studio apartment to a national presence, selling millions of pretzels each week via grocery store chains like Albertsons, Jewel, Wild Oats and Whole Foods. Their pretzels also can be found at Borders Books & Music, Barnes & Noble, and via regular appearances on QVC, where they sold more than 150,000 pretzels in just 12 minutes during their network debut. They have also been named "Entrepreneurs to Watch" by *Entrepreneur Magazine*, profiled by the Food Network's *Road Tasted* with the Deen Brothers and Al Roker's *Roker on the Road*, 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; the nation's first Pretzel Bakery and Twisting Café is located at Kohl Children's Museum outside of Chicago.

About Pretzels For Peace™ Program

Pretzels for Peace™ is an initiative of Kim & Scott's Gourmet Pretzels that delivers a strong company commitment to making a difference in the world community, with the purpose of helping to bring peace throughout and making the world a better place. Kim & Scott's Gourmet Pretzels strives to support organizations that fight all forms of bigotry and discrimination, educate children, promote peace in communities, and overall make a positive difference in our world. For more information, please visit www.kimandscotts.com or call (800) 57-TWIST.