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PRAIM GROUP TO REVEAL SIX NEW DREAM WORKS CHOCOLATE BARS AT SWEETS AND SNACKS EXPO

Visit PRAIM Group at Booth 1378

BOSTON – May 2, 2016 – PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company, will add six new designs to its DreamWorks chocolate collection that features characters from “Trolls” and “Boss Baby,” the upcoming and much anticipated DreamWorks 3D computer-animated musical comedy films. The Trolls and Boss Baby bars will make their debut at the Sweets and Snacks Expo May 24-26, 2016 at McCormick Place in Chicago. PRAIM Group is located in booth 1378.

“Both the Trolls and Boss Baby chocolate bars are so fun and capture the essence of the characters,” says Kerry Laramie, vice president of Sales for PRAIM Group. “We’re honored to continue our relationship with DreamWorks and look forward to seeing these delicious bars in retail.”

The Trolls and Boss Baby chocolate bars are all-natural, kosher, milk chocolate and have an MSRP of \$1.99-\$2.49.

Scheduled for release in November, *Trolls* is based on the iconic Troll dolls by Thomas Dam. Featuring Anna Kendrick and Justin Timberlake as the voices for the main characters, the new Trolls chocolate bars are colorful, funny and delicious. They are available in two holiday designs and two “everyday” designs. The bars will ship to retailers in the fall.

Boss Baby is loosely based on a book with the same name written and illustrated by [Marla Frazee](#). The film stars [Alec Baldwin](#) and [Kevin Spacey](#) as the voices and is scheduled to be released in March of 2017. Boss Baby bars are available to ship in the Winter of 2016.

Other designs in the PRAIM Group /DreamWorks chocolate collection include: Where's Waldo?, Frosty the Snowman, Casper the Friendly Ghost, Underdog, Hot Stuff, HOME, Santa Claus is Coming to Town, Shrek, and more. All the DreamWorks bars are available in twelve bar shelf and counter displays measuring 3.5" W × 6" H × 7" D and in 60 bar shipper floor displays that measure 13" W × 42" H × 14" D

Also at Sweets and Snacks Expo, PRAIM Group will introduce its new line of Garfield and "Happiness Is..." chocolate bars among other new designs.

Please contact PRAIM Group www.PRAIMGroup.com for more information.

About PRAIM Group

Established in 2006 and creator of CHOXCARD™, PRAIM Group is a one stop resource solution for helping successful consumer brands expand their reach into the tricky world of food logistics, marketing and sales. With offices in Boston and Los Angeles, PRAIM Group represents such brands as DreamWorks®, Build-A-Bear®, Anne Taintor®, Mary Phillips Designs®, Erin Condren®, French Bull®, Bloomsberry & Co®, Garfield®, Happiness Is..®, The Andy Warhol Foundation®, Pan Am®, Bosco® and others. For more information, please visit www.PraimGroup.com. Follow us on Twitter at <https://twitter.com/PraimGroup> and Facebook <http://www.facebook.com/PraimGroup>.

MEDIA NOTE: Images and Samples Available Upon Request.

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