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**CHOXCARD™ NAMED BEST NEW PRODUCT BY
GOURMET RETAILER MAGAZINE EDITORS**

Created by PRAIM Group, Chocard™ is Part Greeting Card, Gift Card Holder, and Chocolate Bar Featuring Packaging by America's favorite Design Brands.

BOSTON –August 7, 2012 – CHOXCARD™, the first of its kind, revolutionary way to “gift” a Gift Card was named “Best New Product” and given the 2012 *Gourmet Retailer Magazine* “Editor’s Pick Award.” This is the second award for CHOXCARD™. In May it was named one-of-five “Top Innovations” at the 2012 Sweets and Snack Expo.

“The feedback from consumers, retailers and colleagues is extraordinary,” says Paul Pruett, CEO, PRAIM Group. “Everyone has purchased a gift card and wondered how to gift it...put it in a greeting card, add chocolate to make it more special, wrap it in a box? CHOXCARD solves this conundrum and people are responding.”

PRAIM Group (www.PRAIMGroup.com), a food licensing, marketing and distribution company created CHOXCARD™ that is part greeting card and part Gift Card holder. The self-sealing box also contains a special 3.5 ounce all-natural, premium and kosher dark or milk chocolate bar, providing gift-givers with a more personal and meaningful way to give a Gift Card. The chic and fun CHOXCARD™ designs looks great on a table with other gifts or fits into an envelope for easy mailing.

PRAIM Group partnered with some of the most respected and successful contemporary design brands to create 12 different designs for various occasions including, Christmas, Hanukkah,

Birthday's, and "just because." Designers include: KnockKnock® (www.KnockKnock.com), Erin Condren (www.ErinCondren.com) and Seltzer (www.SeltzerGoods.com). The CHOXCARD™ MSRP is \$4.99-\$6.99.

With nearly \$100 billion spent on gift cards in 2011, nearly every major retailer has a Gift Card section and CHOXCARD™ was created to make the Gift Card giving experience more special.

CHOXCARD™ has a slit and tab to keep it secure upon gifting. It measures 6 (L) x 3 (W) x ½ (H) inches and also is suitable to hold checks and cash gifts.

For retailers, CHOXCARD™ has a J-peggable perforated header and is available in Clip Strips, a Power Wing and End-Aisle displays.

Known for its efficient and stream line approach to helping food brands maneuver and conquer the tricky world of logistics, marketing and sales, PRAIM Group represents such brands as SeapointFarms® Edamame Crunch, Bloomsberry & Co, The Andy Warhol Foundation, Pan Am®, Bosco®, KnockKnock® Anne Taintor®, Bubble Chocolate® and others.

PRAIM Group chocolate is all-natural, Kosher, and available in either dark or milk chocolate depending on designs.

About PRAIM Group

Established in 2006, PRAIM Group is a one stop resource solution for pioneering food and confections related consumer brands. PRAIM Group lends its expertise to its brand partners in the critical disciplines of Sales, Marketing, Logistics, Merchandising, Graphic Design, Accounting & Finance, and Public Relations. With primary offices in Boston and Los Angeles, PRAIM Group provides a holistic approach to its clients with the unyielding overall objective of building long term brand equity. For more information, please visit www.PRAIMGroup.com

About The Gourmet Retailer

The Gourmet Retailer Magazine has been serving retailers in the specialty food and housewares industries for over thirty years. The Gourmet Retailer magazine offers comprehensive articles on various issues that concern specialty food and housewares retailers, from staff training to the latest trends in prepared foods. Our issues feature articles on a wide variety of topics, including: product merchandising, display ideas, the coordination of special events, product introductions, gourmet food retail marketing, trade show previews and reviews, coffee and tea studies, housewares research reports, perishable foods, and much more.

MEDIA NOTE: Images and Samples Available Upon Request.

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