



**FOR IMMEDIATE RELEASE**

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## **PRAIM GROUP LAUNCHES ALL-NATURAL THE MENSCH ON A BENCH CHOCOLATE BARS**

**BOSTON –February 17, 2015** –PRAIM Group ([www.PraimGroup.com](http://www.PraimGroup.com)), a food licensing, marketing and distribution company today announced an agreement to create and distribute a line of all-natural premium chocolate bars for The Mensch On A Bench ([www.TheMenschOnABench.com](http://www.TheMenschOnABench.com)), a cultural phenomenon that has captured the hearts of the media, Jewish children and interfaith families throughout North America.

Featuring Moshe the Mensch, PRAIM Group will launch two different bar designs with “Mensch Munch” in milk chocolate and “Gelt-Y Pleasure” in dark chocolate. The bars are 3.5 ounces, all-natural and kosher. The MSRP for the chocolate bars are \$1.99 and are available year round. This year, the bars will ship June 1, 2015.

Recently featured on Shark Tank, The Mensch On A Bench is a 12-inch plush doll with an accompanying hardcover storybook that explains Hanukkah from the view of “Moshe” the Mensch. The book introduces children to the story and traditions of Hanukkah, while emphasizing the fine characteristics of a Mensch - a good and honorable person. Throughout the eight nights of Hanukkah, the Mensch celebrates with the family playing dreidel, singing songs, and helping watch over the Menorah.

“It was impossible this past holiday season to turn on the news or open a magazine without seeing The Mensch On A Bench,” says Kerry Laramie, director of Sales for PRAIM Group. “It’s a perfect fit for our portfolio and we’re excited to be part of growing this brand.”

“As we look to expand the Mensch brand and continue to add more ‘Funukkah to Hanukkah,’ chocolate is a perfect fit,” says, Neal Hoffman, founder of The Mensch On A Bench. “The

PRAIM Group is known for their high quality product and high character and is the perfect fit to partner with The Mensch On A Bench!"

What started out as a limited quantity Kickstarter campaign based on the insight of a five-year-old Jewish child became one 2014's "must-have" gifts for Jewish and interfaith families. The Mensch On A Bench was available at retailers such as Target, Bed Bath and Beyond, Michaels, Barnes & Noble, Toys"R"Us, and more.

### **About PRAIM Group**

Established in 2006, PRAIM Group is a one stop resource solution for pioneering food and confections related consumer brands. 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 DreamWorks, SeapointFarms® Edamame Crunch, Bloomsberry & Co, The Andy Warhol Foundation, Bosco®, French Bull®, Pan Am®, Anne Taintor®, Mary Phillips Designs®, Erin Condren®, and others. For more information, please visit, [www.PRAIMGroup.com](http://www.PRAIMGroup.com).

***MEDIA NOTE: Images Available Upon Request.***  
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