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**FOR IMMEDIATE RELEASE**

**FROM HALLOWEEN TO THE HOLIDAY SEASON, PRAIM  
CONFECTIONS INTRODUCES NEW ALL NATURAL CHOCOLATE  
BARS IN CHIC AND FESTIVE PACKAGING**

*Known for its Highly Designed and Fun Packaging, PRAIM Confections  
Will Offer Nine New Unique Designs;  
Perfect for “Trick-or-Treat,” as a Greeting Card, Stocking Stuffer, or as a Little Sweetness for  
a Loved One.*

**SALEM, MA - - September 19, 2011 - -** If you want to bring a smile and even a chuckle to someone you care about this holiday season, PRAIM Confections has the ideal gift - - a highly designed, chic and fun all natural dark or milk chocolate bar. Available in nine new unique designs that start with Halloween and end with Christmas, Hanukkah and the holiday season, the 3.5 ounce bars fit perfectly into a “trick or treat” bag, stocking or greeting card. The MSRP is \$3.99 and can be purchased online at [www.praimgroup.com/gift\\_choc.html](http://www.praimgroup.com/gift_choc.html)  
Or at various stores nationwide.

“We love the holidays at PRAIM Confections,” says Paul Pruett, CEO of Praim Confections. “For us it starts in October and it provides an opportunity for us to have fun, be creative and eat great chocolate. It’s sending a message of fun, love, friendship and laughter and that’s what the holidays are about.”

PRAIM Confection bars make great gifts or card inserts for a friend, colleague, teacher or

anyone in your life that likes chocolate, appreciates design and likes to smile. The all natural chocolate is in fun and festive packaging with fun sayings such as: “Bone Appetit,” “Cho-Ho-Ho-Colate,” “Naughty or Nice ChoCOALate,” “Fa la la la Ahh Chocolate,” “Gelt Bar,” “Ho Ho Ho Bar,” “Peace on Earth and Chocolate,” and what’s proving to be the the company’s best-sellers “R.I.P.: Rich. Intense. Pleasure.” and “Joy, Love, Peace.”

Over the years, PRAIM Confections has experienced tremendous growth and it has become the “must-give” gift for discerning buyers.

Pruett adds, “All of our products are all-natural and are in fun, highly designed and chic packaging, but best of all they taste great.”

### **About PRAIM Confections and PRAIM Group**

*Best known for its premium chocolate and highly creative designed packaging, the chocolate is all-natural and available in both dark and milk chocolate. The packaging is all fun is available in a variety of themes for any holiday or gift need. Founded by PRAIM Group, the company is a one stop resource solution for pioneering food and confections related consumer brands. With primary offices in Boston and Los Angeles, 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. Brands include Anne Taintor, Aunt Ida’s, Bloomsberry & Co., Bosco, Bubble Chocolate and Knock Knock. 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](http://www.PraimGroup.com)*

(###) *Editor’s Note – Photos and samples are available*