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PRAIM GROUP TO LAUNCH ALL-NATURAL “HAPPINESS IS...” CHOCOLATE BARS

BOSTON – MARCH 22, 2016 – PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company, today announced its agreement to create and distribute a line of all-natural chocolate bars for “Happiness Is...” an inspirational brand published by Chronicle Books with millions of followers worldwide. “Happiness Is...” features uplifting illustrations reminding people of the many simple ways to experience happiness daily. The deal was brokered by HAP Consulting.

PRAIM Group will introduce six chocolate bars—including two holiday-themed and four everyday designs – featuring “Happiness Is...” illustrations from the brand’s extensive library. All bars are milk chocolate, 3.5 ounces, kosher and all-natural. The SRP is \$1.99-\$2.49.

“Many people purchase PRAIM Group chocolate bars as a gift or as a way to send a certain message to a friend, colleague, or loved one,” says Kerry Laramie, director of Sales for PRAIM Group. “The ‘Happiness Is...’ bars are an ideal way to celebrate life’s happy moments and gift those we care about some delicious chocolate and a positive sentiment.”

“PRAIM Group is a valuable partner for ‘Happiness Is...’ as the brand continues to grow in retailers and with consumers,” says Lynda Zuber Sassi, sales director at Chronicle Books. “One of life’s great pleasures is chocolate so this is an ideal brand extension for ‘Happiness Is...’”

“Happiness Is...” was founded by illustrators and bestselling authors Lisa Swerling and Ralph Lazar who invited Facebook followers to submit a personal answer to the prompt “happiness is . . .?” The submissions poured in and Swerling and Lazar started to illustrate one post every hour around the clock, ultimately creating more than 8,000 original “Happiness Is . . .” illustrations and amassing more than 2.5 million fans worldwide. The brand now has bestselling books, calendars, notecards, journals, and more.

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. For more information, please visit www.PraimGroup.com.

About Chronicle Books

Chronicle Books, one of the most admired and respected publishing companies in the U.S., was founded in 1967 and over the years has developed a reputation for award-winning, innovative books. Recognized as one as the fifty best small companies to work for in the U.S. (and the only independent publisher to receive this award), Chronicle Books’ objective is to create and distribute exceptional publishing that’s instantly recognizable for its spirit, creativity, and value. For more information about Chronicle Books visit www.chroniclebooks.com<<http://www.chroniclebooks.com/>>

About HAP Consulting

HAP Consulting is boutique brand licensing and marketing firm based in New York City that specializes in fashion and design brands. HAP has over 25 years of experience in global licensing and strategic marketing across all major product categories and retail channels for world-class brands, fashion designers, emerging brands and iconic artists. www.hapllp.com

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