



**FOR IMMEDIATE RELEASE**

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**PRAIM GROUP TO DEBUT LIMITED EDITION  
ALL-NATURAL “WHERE’S WALDO?®” CHOCOLATE BARS AND  
MONTY BOJANGLES FRENCH TRUFFLES  
AT SWEETS AND SNACK EXPO**

*Known for Its Chic and Delicious Designer Bars, PRAIM Group also Will Introduce More Than 20 New Designs from Iconic Brands Including Erin Condren®, Knock Knock®, Mary Phillips Designs®, Seapoint Farms®, Bosco® and More.*

*Visit Booth #1380 May 21-23, 2013 at McCormick Place in Chicago*

**BOSTON –May 7, 2013** –PRAIM Group ([www.PraimGroup.com](http://www.PraimGroup.com)), a food licensing, marketing and distribution company and makers of the award-winning CHOXCARD™, will debut its new “Where’s Waldo?®” line of all-natural chocolate bars at the Sweets and Snack Expo May 21-23, 2013 at McCormick Place in Chicago. PRAIM Group’s booth is 1380.

In addition, making its US and Expo debut, PRAIM Group will introduce American’s to Monty Bojangles, the United Kingdom’s fastest growing premium and all-natural French double cocoa dusted truffles.

This year’s Expo booth also will feature more than 20 new designs from beloved American brands such as Erin Condren®, Knock Knock®, Mary Phillips Designs®, PRAIM Confections®, and more. In addition, there also will be new Limited Edition holiday designs from Seapoint Farms “Edamame Crunch®” bars, Bosco® and PRAIM Confections®.

“This is going to be a great show for us,” says Paul Pruet, CEO PRAIM Group. “In addition to adding “Where’s Waldo?” to our portfolio, we also have more than 20 new designs that will appeal to retailers for their everyday chocolate and holiday selections. The designs have never been more fun, chic, laugh-out-loud funny and of course, delicious.”

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Using “Where’s Waldo?®” illustrations, PRAIM Group will introduce four unique limited edition and collectible designs that include two “everyday” and two “holiday” SKU’s. All “Where’s Waldo?” bars are milk chocolate, 3.5 ounces, kosher and all-natural. The MSRP is \$1.99 to \$2.49.

The packaging will feature Waldo in his distinctive red-and-white-striped shirt; bobble hat, and glasses along with his friends doing a variety of amusing activities at a given location. In addition to delicious chocolate, consumers also will enjoy trying to identify Waldo on the packaging. The solution to Waldo’s location is revealed at the PRAIM Group website.

Monty Bojangles’ introduction will feature four contemporary truffle flavors: “Rich & Intensely Chocolatey,” “Crumbly & Soft Cookie,” “Flirty & Fruity Orange,” and “Sea Salt Infused Toffee.” All flavors are GMO free, all-natural and do not use corn syrup, hydrogenated oils or preservatives. Each premium truffle is double dusted with a generous coat of exquisite bitter sweet cocoa. Each box is 3.52 ounces and contains approximately 12 truffles. The MSRP is \$5-\$7.00 and has a one year shelf life, without using preservatives.

Both Bosco and Seapoint Farms “Edamame Crunch®” will have four SKU’s on display that include two new Limited Edition holiday designs and two “every day.” The “Edamame Crunch” bars are 3.5 ounces, all-natural, Kosher and made with dry roasted edamame and a touch of sea salt. Available in dark and milk chocolate, Edamame Crunch® also contains 10 grams of protein per bar. The MSRP is \$2.95. Bosco bars also are 3.5 ounces, all-natural, Kosher, but available in only milk chocolate. The MSRP is \$2.49.

The fun and chic PRAIM Group bars including the 20 new designs are available in either milk or dark chocolate, are 3.5 ounces, Kosher and all-natural. The MSRP is \$2.99 to \$3.99.

### **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 Seapoint Farms Edamame Crunch®, Monty Bojangles, Bloomsberry & Co, The Andy Warhol Foundation, “Where’s Waldo?” Pan Am®, Bosco®, Knock Knock® Anne Taintor®, Mary Phillips Designs®, Bubble Chocolate® and others. For more information, please visit [www.PraimGroup.com](http://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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