



NEWS

Contact: Susan Schneider
(847) 438-4465
prwhiz@aol.com

For Immediate Release

Rachael Ray Show Selects Surf Sweets® Jelly Beans for ‘Snack of the Day’ on Friday, April 2

PROSPECT HEIGHTS, IL, April 1, 2010 – It’s eggactly the news every snack company hopes to hear. [Surf Sweets](#) learned today that its Surf Sweets Organic Jelly Beans will be featured on the [Rachael Ray Show](#) as Rachael’s “Snack of the Day” tomorrow, April 2, just in time for Easter.

“We’re thrilled Rachael Ray chose Surf Sweets Jelly Beans as her featured ‘Snack of the Day,’” says Bert Cohen, President and Founder of TruSweets, LLC, a socially responsible company dedicated to building delicious, sweet snack brands like Surf Sweets that are better for our families and our planet. “It’s especially sweet that they’ll be featured just a few days before Easter,” he added.

The approximately 150 audience members who comprise the *Rachael Ray Show* audience will receive free 2.75-oz bags of Surf Sweets

Organic Jelly Beans and sample them on the air. For show times and local channels in your area, visit the show’s website at <http://www.rachaelrayshow.com/show-info/showtimes>.



Surf Sweets offers [seven unique varieties of its mouth-watering organic and natural gummy candies and jelly beans](#) in 2.75-oz packages: Gummy Bears, Gummy Worms, Organic Jelly Beans, Sour Worms, Organic Fruity Bears, Gummy Swirls and Sour Berry Bears. Additionally, Surf Sweets offers three 0.9-oz snack-sized packs of its Jelly Beans, Gummy Bears and Sour Berry Bears.

Surf Sweets candies are gluten free, dairy and casein free, and allergy friendly, meaning that they contain none of the most common food allergens (wheat, dairy, peanuts, tree nuts, egg, soy, fish, shellfish). And all Surf Sweets candies are produced and packaged in a dedicated nut-free facility.

Surf Sweets has many delicious options for vegans and vegetarians as four of its candies are vegan (Fruity Bears, Gummy Swirls, Sour Berry Bears, Sour Worms) and five are vegetarian (Fruity Bears, Gummy Swirls, Sour Berry Bears, Sour Worms and Jelly Beans). Gummy Bears and Gummy Worms contain gelatin, so they are not vegetarian.

Unlike other candy brands, Surf Sweets proudly makes its products in the USA. They’re currently available in mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. Suggested retail price is \$1.99 for 2.75-oz bags of Surf Sweets and \$.79 for the 0.9-oz snack-size packs. For more information on store locations, visit <http://www.surfsweets.com/buy.php>.

About Surf Sweets

Surf Sweets is the country’s leading brand of naturally sweetened, totally delicious gummy candies and jelly beans made with organic and natural ingredients and without any artificial colors and flavors. Surf Sweets is owned and operated by Prospect Heights, IL-based TruSweets, LLC, a socially responsible company dedicated to building delicious sweet snack brands that are better for our families and our planet. The company was founded in 2008 by Bert Cohen, an entrepreneur with a successful track record of building businesses in the natural foods industry. Surf Sweets currently offers seven unique varieties of mouth-watering gummy candies and jelly beans that are available at mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. For more information, visit www.surfsweets.com.

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