



NEWS

For Immediate Release

Nothing Says Lovin' Like Surf Sweets® New Fruity Hearts

Health-conscious consumers will be clamoring to surprise their sweeties with delicious and fruity new organic heart-shaped gummy candies for Valentine's Day

WHEELING, IL, January 4, 2012 – What says lovin' more than fruity heart-shaped organic gummies? Nothing, according to Surf Sweets®, the country's leading brand of organically sweetened, fruitfully delicious and naturally good gummy candies and jelly beans, which announced today the launch of its vegan Surf Sweets Fruity Hearts.

Surf Sweets Fruity Hearts are certified organic watermelon and cherry heart-shaped gummies, and one of the only all natural and organic Valentine's Day candy options available.

"What better way to show someone you love them than by giving them delicious, better-for-you Valentine's Day candy?" asked 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.

"Surf Sweets Fruity Hearts are a delicious alternative to traditional Valentine's Day candy," says Cohen. "They not only taste great, but they're made with real organic fruit juice, fortified with antioxidant Vitamin C, and they're vegan, allergy friendly and gluten free," Cohen adds. "Fruity Hearts are also free of the ingredients that we'd most like to see our loved ones avoid like corn syrup, synthetic dyes, and artificial flavors."

Each 2.75-oz bag of Surf Sweets Fruity Hearts contains only 130 calories per serving, are being sold for a suggested retail price of \$1.99, and are available nationally at Whole Foods,

In addition to its new Fruity Hearts, 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, Jelly Beans, Sour Worms, Fruity Bears, Gummy Swirls, and Sour Berry Bears. Suggested retail price is \$1.99. In addition, Surf Sweets offers two multipacks of 0.9-oz snack-size packs of its Gummy Bears (80 calories) and Sour Berry Bears (80 calories) -- perfect for on-the-go snacking or school lunches. Suggested retail price is \$4.49.

Surf Sweets uses only the highest quality organic and natural ingredients for its candies, and they're all free of corn syrup, synthetic dyes, artificial flavors, and GMOs. All Surf Sweets candies are gluten free; dairy and casein free; allergy friendly, meaning that they contain none of the most common food allergens (wheat, dairy, peanuts, tree nuts, egg, soy, fish, shellfish); and Feingold approved. Surf Sweets candies are produced and packaged in a dedicated nut-free facility.

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

Unlike some other candy brands, Surf Sweets proudly makes its products in the USA. Most Surf Sweets candies are currently available in mainstream grocery and natural foods stores, online, and at specialty

retailers throughout the U.S. and Canada. 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 organically 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 Wheeling, 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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