



NEWS

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For Immediate Release

Surf Sweets® Launches New Portion-Control Snack Pack Multi-Packs Just in Time for Back-to-School

Snack-size packs are healthful alternatives to conventional gummy candies and perfect for back-to-school and on-the-go



WHEELING, IL (August 16, 2011) -- [Surf Sweets®](#), the country's leading brand of organically sweetened, fruitfully delicious and naturally good candy gummy candies and jelly beans, announced today that it has launched Gummy Bears and Sour Berry Bears snack pack multi-packs just in time for back-to-school.

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.

Additionally, each 0.9-ounce Surf Sweets Gummy Bears and Sour Berry Bears snack-size pack contains only 80 calories offering both portion and calorie control.

"We think moms will agree that Surf Sweets all natural snack pack multi-packs are a convenient and wholesome alternative to traditional gummy candies and fruit snacks," 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. "They not only taste great, but they're made with real organic fruit juice, fortified with antioxidant Vitamin C, and they're free of the ingredients that concern moms most including corn syrup, synthetic dyes and artificial flavors," he says.

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Each Surf Sweets snack pack multi-pack consists of five 0.9-ounce Gummy Bears or Sour Berry Bears snack-size packs. They can be found at mainstream grocery and natural foods stores, online and at specialty retailers for a suggested retail price of \$4.49.

Surf Sweets donates a portion of its Gummy Bears and Sour Berry Bears snack pack multi-pack sales to Chicago-based [Climate Cycle](#), a not-for-profit that provides curriculum for renewable energy education and raises funds for solar panel installations in Chicago Public Schools.

In addition to its new snack pack multi-packs, 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. Suggested retail price is \$1.99.

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). 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, and all Surf Sweets candies are produced and packaged in a dedicated nut-free facility. 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, fruitfully delicious and naturally good 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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