



NEWS

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

For Immediate Release

Thornberry Named Eastern Regional Sales Manager of TruSweets, LLC
Newly created position supports the fast-growing company's U.S. sales efforts

Wheeling, IL, September 22, 2011--TruSweets, LLC, a socially responsible company dedicated to building delicious, sweet snack brands like TruSweets and Surf Sweets that are better for our families and our planet, announced today that Jeffrey S. Thornberry has been named eastern regional sales manager -- a new position created to support the fast-growing company's U.S. sales efforts.

As eastern regional sales manager, Thornberry is responsible for sales in all channels of distribution of both TruSweets, LLC brands -- TruSweets and Surf Sweets -- and for fostering new and existing broker and partner relationships in the eastern United States.

"We're thrilled to add Jeff to TruSweets's™ growing team," says Bert Cohen, president and founder of TruSweets, LLC. "His sound reputation and depth of experience in both the mainstream and natural foods industries will greatly enhance our sales capabilities and better position the Surf Sweets and TruSweets brands for future growth," he adds.

Before joining TruSweets, LLC, Thornberry was eastern regional sales manager for Enjoy Life Natural Brands. Prior to that, he was southeast regional sales manager for the Supermarket Division of United Natural Foods, Inc. (UNFI). Thornberry began his career in the natural foods industry 25 years ago at UNFI as an account manager and quickly rose through the ranks in a variety of sales and marketing capacities.

Surf Sweets offers eight 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, Sour Berry Bears and Fruity Hearts. Other products include Surf Sweets snack pack multi-packs consisting of five 0.9-ounce Gummy Bears or Sour Berry Bears snack-size packs, and individual 0.9-oz snack packs of Gummy Bars, Sour Berry Bears and Jelly Beans.

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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 can be found at mainstream grocery and natural foods stores, online and at specialty retailers

Organic TruSweets Candy Canes are made with just four simple ingredients: organic evaporated cane juice, organic brown rice syrup, organic fruit juice, and natural peppermint flavor. They contain no corn syrup, artificial colors or flavors and are vegan and kosher.

Surf Sweets candies are currently available in mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. TruSweets Candy Canes are available nationwide at Whole Foods, independent natural foods stores, online and at specialty retailers throughout the U.S.

About TruSweets, LLC

Wheeling, IL-based TruSweets, LLC is a socially responsible company dedicated to building delicious, sweet snack brands like TruSweets and Surf Sweets that are better for our families and our planet. TruSweets is one of the country's only brands of delightful, delicious organic candy canes made with all natural ingredients and without any corn syrup, artificial colors or flavors. Surf Sweets is one of the country's leading brands of gummy candies and jelly beans made with organic and natural ingredients and without any artificial colors and flavors. TruSweets, LLC was founded in 2008 by Bert Cohen, an entrepreneur with a successful track record of building businesses in the natural foods industry. Visit www.trusweets.com and www.surfsweets.com for more information.

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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