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**PEELED SNACKS MAKE EATING DAILY FRUIT SERVINGS EASY WITH
NEW ORGANIC FRUIT SNACKS**

CDC REPORT SHOWS ALARMING DECLINE IN FRUIT CONSUMPTION

(Brooklyn, New York – January 28th, 2011) – Peeled Snacks, maker of organic, gently-dried fruit snacks, heads to grocery stores with its latest tasty treats, a new line of organic fruit snacks available in multi-serving, resealable, stand-up bags. This new snack line, designed specifically for grocery shoppers, helps to make meeting daily fruit serving requirements easy and convenient. With the option of three mixes and five single-fruit varieties to choose from, it's simple to keep the cabinets stocked with yummy treats for the whole family to enjoy.

The Centers for Disease Control and Prevention (CDC) reports that less than a third of adults are eating fruit at least twice a day, putting Americans at a far cry from meeting the *Healthy People 2010* target of 75%¹. The study found that adults who consume fruit two or more times daily declined from 34.4% to 32.5% between 2000 and 2009². "It's alarming that our fruit consumption is so low. Peeled Snacks is excited to be a part of the solution by offering convenient, real fruit snacks that are tasty and satisfying," comments Noha Waibsnaider, Peeled Snacks CEO.

Peeled Snacks provide natural goodness — just organic fruit with nothing added: no sugar, artificial sweeteners or oils added. The snacks are naturally packed with fiber, essential vitamins and minerals that nourish and satiate, and are gluten, dairy, and cholesterol free. This winter, eight new Peeled Snacks Organic Fruit varieties will be available in select grocery stores and at the Peeled Snacks website (www.peeledsnacks.com). Noha Waibsnaider, Peeled Snacks CEO, comments, "Our new, organic fruit snacks come in resealable pouches and contain several servings of fruit making them a great snack for families concerned about eating enough fruit. We firmly believe in the importance of eating food that is as natural as possible, so we're thrilled to launch this new line of nourishing, tasty, and organic snacks."

The new multi-serving, resealable organic fruit varieties include:

Single fruit:

much-ado-about-Mango (2.8 oz): organic mango

Apple-2-the-core (2.8 oz): organic apple

Banan-a-peel (4 oz): organic banana

Apricot-a-lot (5 oz): organic apricot

Raisin expectations (8 oz): organic raisin

Fruit mixes:

farmer's market trio (4.5 oz): organic apple, cherry, and raisin

paradise found (3.5 oz): organic mango, pineapple, and banana

goFigure (5 oz): organic apricot, fig, and date

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About Peeled Snacks. In 2004, Noha Waibsnaider founded Peeled Snacks in New York, NY, to fill a critical void in the snack market: tasty, convenient foods that are healthy and make people feel good about snacking. The Company brings consumers the juiciest, tastiest, gently-dried organic fruit, which is sourced locally whenever possible. Peeled Snacks has partnered with the American Farmland Trust to promote and save American farmland. Peeled Snacks are available nationwide in airports, gyms, resorts, hotels, and other convenience locations, including Starbucks, Hudson News, Whole Foods, Amazon.com, and at PeeledSnacks.com. Peeled Snacks: "Real food, real peel."

¹ CDC. "State-Specific Trends in Fruit and Vegetable Consumption Among Adults – United States, 2000-2009." *MMWR*, September 10, 2010, Vol. 59, No. 35, p. 1124.

² CDC. "State-Specific Trends in Fruit and Vegetable Consumption Among Adults – United States, 2000-2009." *MMWR*, September 10, 2010, Vol. 59, No. 35, p. 1126.