



**FOR IMMEDIATE RELEASE**

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**PEELED SNACKS ANNOUNCES NEW ORGANIC  
DRIED APPLE AND APRICOT PRODUCTS**

*USDA-Certified Organic Single-Serving Snacks Made with No Added Sugar or Oil.*

(BROOKLYN, NY – August 7, 2008) – In a time when health claims seem increasingly confusing and suspicious, consumers are seeking assurance on the healthfulness, quality and safety of their food. As a result, consumers seek USDA-certified organic foods as evidenced by their expansion as the fastest growing category in grocery stores. From 1997 to 2006, sales have grown by nearly 80% to \$17.7 billion. (Source: RedOrbit NEWS) Peeled Snacks, maker of dried Fruit, Nuts and Fruit & Nut Mixes, now offers Apple-2-the-core and Apricot-a-lot, as part of the organic *Fruit Picks* line.

From the beginning, Peeled Snacks products have been made without added sugar, artificial sweeteners or oils, and have included organic fruit and nuts whenever they could be sourced. They are naturally loaded with vitamins, minerals and fiber, and the USDA organic certification reinforces Peeled Snacks' commitment to making nutritious and tasty snacks. Each bag contains one serving toward the USDA daily recommendation of fruit.

*"We believe that real food is naturally good for you. We always use the highest quality fruit and nuts so we can provide naturally delicious treats. Expanding our line of organic snack treats reinforces our mission of making healthy snacks that consumers desire. It also supports our long-term commitment to sustainability and the environment."* – Noha Waibsnaider, founder

Also new from Peeled Snacks is the resealable closure to the *fruit & nuts* line, enabling consumers to snack in smaller portions throughout the day. Couple this unique and convenient packaging with the naturally delicious and nutritious fruit and Peeled Snacks make ideal snack

treats for today's time-pressed consumers. They satisfy hunger cravings and give consumers nutritious energy to get them through their busy days. With their vibrant colors and large, easy to recognize pieces of fruit, Peeled Snacks also make great additions to kids' lunches and after school snacks. The new Apple-2-the-core and Apricot-a-lot will be available in time for back to school.

## Current Products

**100% Organic Fruit Picks** are premium dried fruit that are cut into easily recognizable pieces. Nothing added.

- Banan-a-peel
- pine-4-Pineapple
- go-Mango-man-go
- Apricot-a-lot
- Apple-2-the-core



**100% Organic Nut Picks** are dry roasted and with a hint of salt for a savory, wholesome flavor. USDA-certified organic snack

- Cashew later



For more information, to request product samples or to schedule an interview with a company spokesperson, please contact Dawn Techow at 646.862.1513 or dawn@peeledsnacks.com.

**About Peeled Snacks.** In 2004, Noha Waibsnider 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 dried fruit and the crunchiest, yummiest nuts, creating Peeled Snacks: "Real food, real a-peel."

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