



Q.bel Blazes New Trails with New Chocolate Wafer Line

*Belgian Chocolate and Whole Grain Crispy Wafers Together?!
No Way! Where Have You Been All My Life?*

(Nyack, NY) – August 20, 2012 – Q.bel Foods LLC, makers of Q.bel™ better-for-you chocolate wafers, today announced their launch of the country's first whole grain chocolate wafer bars. The line, called Q.bel Whole Grain Crispy Chocolate Wafers, will be available in September.

"It's the best of all worlds," said Bahram Shirazi, Q.bel's founder and president. "Luscious, indulgent Belgian chocolate with light and crispy, low calorie, 100% natural whole grain wafers made with minimal and simple ingredients. People go crazy over these!" Shirazi added "Some people think it's a cookie, some think it's chocolate candy. We simply think they are delicious."

Unlike many impulse treats and candy bars, Q.bel's package shows exactly what's inside with mouthwatering illustrations. There are five flavors, all with whimsical, engaging names:

- Double Dark 70% Cacao
- Minty Mint 70% Cacao
- Silky Dark 55% Cacao
- Peanut Buttery 36% Cacao
- Simply Milk 36% Cacao

Two of the items (Double Dark and Minty Mint, which feature dairy-free 70% cacao dark chocolate) are Non-GMO Project Verified, joining the company's Q Thins in that regard. Q.bel Whole Grain Crispy Chocolate Wafers have a suggested retail of \$1.29 - \$1.49.

The Q.bel impulse product line was launched in January 2009, with an initial national rollout by Whole Foods Markets. Since that time, the product has been selected by many leading retailers. For more information about Q.bel, visit www.QbelFoods.com.

About Q.bel

Since January 2009, Nyack, NY-based Q.bel Foods has been offering absolute, no compromise indulgence in a better-for-you format. The company's mantra, printed on every package, is: "Be True. Be Honest. Be Good.", and is Q.bel's commitment to making the world's best tasting, all-natural chocolate treats. Learn more at www.QbelFoods.com.

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