



Q.bel Announces New Broker Appointments *Strong Coverage for Nation's Three Largest Markets*

Nyack, NY, February 18, 2013 – Q.bel Foods LLC is pleased to announce that it has made three new broker appointments. L.H. Sisitzky Sales of Woburn, Massachusetts now represents Q.bel in New England, Sunwest Sales of Tustin, California now represents Q.bel in the Southern California market, and Golick Martins, Inc. of Englewood Cliffs, NJ now represents Q.bel in the metro NYC and Philadelphia markets. Appointments are effective immediately.

"We are thrilled to work with the strong teams at these organizations," said Q.bel founder Bahram Shirazi. "As we grow the distribution for our new Whole Grain Crispy Wafers both within and beyond our natural base, it's great to have experienced confectionery professionals on our side."

Q.bel just recently launched their whole grain indulgences with Belgian chocolate. "Our Whole Grain Crispy Wafers are better for you, with simple ingredients, no GMO's and moderate calorie counts. But unlike most better for you treats, there's no compromise in taste. In fact, Q.bel represents a step *up* in taste," enthused Shirazi. "Our new friends at Golick Martins, Sisitzky and Sunwest will be placing these items in grab and go settings all up and down the street, while providing service and support to our current distribution base."

The Q.bel 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 in the health and natural foods industry. In less than two years, Q.bel sold over two million candy bars, attaining the number one rank in the "All-Natural Chocolate Wafer" category. 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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