



Q.bel Expands With Nearly Dozen New Distributors *Significantly Extends Reach with New Distributors Now in Place*

Nyack, NY, April 29, 2013 – Q.bel Foods LLC, makers of better chocolate treats, changed its trajectory when it reconfigured its product line in the fall. The company, whose distribution had always centered on natural foods, has found wide open markets in new channels since it introduced its Whole Grain Crispy Wafers late in 2012.

New distributors for the line include Core-Mark International, European Imports, Monel Gourmet, Royal Foods, J. Polep, Pine State Trading, United Overseas Trading, Capital Candy, Dowlings and Midwest Foods.

“Now that’s a mouthful! We’ve found that the confectionery and snack world totally understands and appreciates what we’re offering – better chocolate treats,” said Q.bel founder Bahram Shirazi. “On the retail side, they like the opportunity to increase the average ring with a premium product. And the distributors are in tune with their customers’ needs.”

Q.bel’s 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, Q.bel represents a step *up* in taste.

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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