



For Immediate release:
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barkTHINS™ SNACKING CHOCOLATE RECEIVES NON-GMO PROJECT VERIFICATION



(Congers, NY) November 14, 2013 – Ripple Brand Collective, the team behind barkTHINS™ snacking chocolate, is pleased to announce the Non-GMO Project Verification of their newly introduced fair trade dark chocolate snacking line.

The verified **barkTHINS™** flavors - Dark Chocolate Almond With Sea Salt, Dark Chocolate Pretzel With Sea Salt and Dark Chocolate Mint - are produced in compliance with the Non-GMO Project Standard, which means that ongoing testing of all GMO risk ingredients, facility inspections and an annual audit take place to ensure that the company is meeting the highest possible standards for GMO avoidance.

“Receiving Non-GMO Verification provides us the opportunity to strengthen our commitment to giving consumers an added touch of goodness,” says Deborah Holt, Chief Marketing Officer of Ripple Brand Collective. “Every bite of barkTHINS™ snacking chocolate matters more than you think. This verification, coupled with our Fair Trade Certified™ seal, gives our consumers the transparency to make informed decisions, while also providing a hope and opportunity to cocoa producers and their families.”

barkTHINS™ are a handcrafted new twist on traditional chunky bark, perfectly portioned into thin slivers of chocolate and crammed full of the snack lovers’ favorite natural ingredients. Packaged in 4.7oz re-sealable gusseted bags, barkTHINS™ appeal to chocolate and snack lovers alike. Holiday and club size bags are also available.

The Non-GMO Project is a non-profit 501(c)3 organization and offers North America a third party verification and labeling program for non-GMO (genetically modified organism) food and products. The Non-GMO Project verified seal will be added to barkTHINS™ packaging in 2014.



About ripple brand collective™

Formed in late 2012, the ripple brand collective™ believes that sometimes it’s the simple ideas that make the largest impact. Driven by **natural ingredients, unique product forms** and **inspirational packaging**, we are committed to bringing innovative twists on traditional favorites to the marketplace. www.ripplebrands.com.

About the Non-GMO Project

The Non-GMO Project is committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. The Non-GMO Project offers North America’s only third-party verification and labeling for non-GMO food and products. Find out more at www.nongmoproject.org.