



FOR IMMEDIATE RELEASE

CONTACT:

Gardi Wilks, gwilks@savoragency.com
Cell: 630.670.9052 • Office: 847.556.7511
Booth #4102

Mrs. Prindable's Delights Confection-lovers With Handmade Truffles and Chicago-Style Toffee

NILES, IL. (June 30, 2013) – For those looking for elegant, delicious gifts and treats, Mrs. Prindable's line of handmade confections are sure to delight. Similar to the company's famous gourmet caramel apples, this line, which includes hand-decorated truffles and Chicago-style toffee, combines the company's expertise in chocolate, caramel and candies with its ability to develop gift-friendly treats worth giving and sharing.

Developed by Mrs. Prindable's chocolatiers, who trained at the prestigious French Pastry School, these confections are made with the same commitment to quality that has made the company's gourmet caramel apples famous.

"Caramel has always been our signature confection," said Stuart Sorkin, president of Mrs. Prindable's. "In 2012, we expanded that expertise into fresh crème truffles, toffee and other chocolate confections. While we'll always be known for our apples, our confections have earned rave reviews from the trade and customers."

The product lineup includes:

Gourmet Chocolate Truffles (15-pc gift box - \$21.95, 5-pc gift tube -\$9.95)

Each of the decadent, hand-formed truffles in this collection feature a rich chocolate ganache center surrounded by rich, pure chocolate. Flavors include Dark Chocolate, Milk Chocolate, Red Raspberry, Madagascar Vanilla and Milk Caramel Sea Salt.

Chicago-style Milk Chocolate Toffee - \$21.95

This family recipe highlights the "softer side" of toffee with melt-in-your-mouth buttery toffee – that has just the right amount of crunch – coated in milk chocolate and a generous dusting of pecan, walnut and almond chips.

About Mrs. Prindable's

For over 25 years, Mrs. Prindable's has been developing gourmet, handmade confections. The company is best known for their first-of-their-kind, gourmet jumbo caramel apples whose unique toppings, decorative ornaments and jumbo sizes make them perfect for gifting and sharing. In 2013, the company introduced a line of soft, buttery caramels that featured four Classic Caramel flavors and four Chocolate-Enrobed Caramel flavors. Headquartered just outside Chicago in Niles, IL, Mrs. Prindable's products are available in fine specialty gourmet shops and department stores throughout the US and online at www.MrsPrindables.com.

###

For more information about Mrs. Prindable's and its products, visit www.MrsPrindables.com or contact Gardi Wilks at 847.556.7511 or gwilks@savoragency.com.