

# Mrs. Prindable's®

Handmade Confections

## FOR IMMEDIATE RELEASE

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## Mrs. Prindable's Premieres New Line Of Handmade, Natural Caramels At NY Fancy Food Show, June 30-July 2

NILES, IL (June 30, 2013) – Mrs. Prindable's Handmade Confections will introduce eight new soft, natural caramels at the Summer Fancy Food Show in New York. These new, natural confections combine the creamy caramel Mrs. Prindable's is famous for with unique flavor combinations to deliver a delicious bite-size indulgence.

Mrs. Prindable's chocolatiers, who trained at the prestigious French Pastry School, spent months perfecting four Classic Caramel flavors and four Chocolate-Enrobed Caramel flavors. Both are presented in elegant and innovative packaging, making them perfect for gift giving and entertaining. The Chocolate-Enrobed Caramels are bite-sized works of art that, inspired by their natural ingredients, offer a sophisticated visual experience for the eyes in addition to satisfying caramel and chocolate cravings.

"We've been handcrafting gourmet caramel apples for over 25 years," says Stuart Sorkin, president of Mrs. Prindable's. "We have always been told the Mrs. Prindable's caramel is the best natural caramel. Building upon that, I'm proud of our line of natural caramels. Besides the unique flavor options, our innovative, giftable packaging provides the Mrs. Prindable's experience our customers expect."

Just like their classic gourmet jumbo apples, these new caramels are handmade in small batches. In this way, Mrs. Prindable's chocolatiers can closely monitor the quality and consistency. The result is a buttery caramel that is so soft, it melts in your mouth.

The new caramel flavors are:



### **Chocolate-Enrobed Caramels**

- **Coffeehouse Mocha enrobed in White Chocolate:** Pure Arabica and Robusta beans blended with caramel are enrobed in white chocolate and finished with a dark chocolate swirl, elegantly invoking coffeehouse barista art.
- **Fresh Banana Walnut enrobed in Milk Chocolate:** A fusion of bananas, walnuts and caramel blanketed in milk chocolate and topped with a dash of walnuts, results in a bite-size morsel that's a winking play on traditional banana bread.
- **Pomegranate Cherry enrobed in Dark Chocolate:** Dried tart cherry pieces and pomegranate create this unique caramel which is then coated in rich dark chocolate and topped with a single, vibrantly red pomegranate seed.
- **Hawaiian Red Sea Salt enrobed in Dark Chocolate:** Sweet caramel and rich dark chocolate meld with exotic Alaea sea salt harvested off the isolated island of Molokai.

### **Classic Caramels**

- **Tahitian Vanilla Natural Caramel:** Floral and fruity notes of Tahitian vanilla play delicately with buttery caramel for a refreshing update to a classic flavor.
- **Aleppo Chili Pepper Natural Caramel:** A decadent, sweet caramel blends with the savory warming heat of Aleppo chilies.
- **Vietnamese Cinnamon Apple Natural Caramel:** Flavorful Saigon cinnamon combines with tart apple and sweet butter caramel imparting exotic flair on a traditional favorite.
- **Hawaiian Red Sea Salt Natural Caramels:** Buttery caramel is enhanced by the exotic Alaea sea salt harvested off the isolated island of Molokai.

The Chocolate-Enrobed Caramels, which have a nine-month shelf life, are available in Single-flavor 2-piece Boxes or an 8-piece Assortment of all four flavors. The Classic Caramels, which have a 12-month shelf life, are each individually wrapped and come in Single-flavor 2-piece Cubes and Single-flavor 12-piece Cubes.

Mrs. Prindable's will be sampling these new products and showing off their elegant packaging at the NY Fancy Food Show, Booth #4102.

### **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 2012, the company introduced a line of handmade truffles and toffees. 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](http://www.MrsPrindables.com).

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For more information about Mrs. Prindable's and its products, visit [www.MrsPrindables.com](http://www.MrsPrindables.com) or contact Gardi Wilks at 847.556.7511 or [gwilks@savoragency.com](mailto:gwilks@savoragency.com).