

For Immediate Release



Q.bel® Unveils Two New Healthy Indulgences

*Line of All-Natural Chocolate Wafer Bars
Adds Double Dark 70% Chocolate and Mint Dark Chocolate Varieties*

(Nyack, NY) – January 25, 2010 – Nyack, New York-based Q.bel Foods, makers of all-natural chocolate wafer rolls and wafer bars, today announced the addition of two new varieties to their wafer bar line: “Double Dark Chocolate 70%” (vegan) and “Mint Dark Chocolate”. These healthy indulgences are perfect for anyone who wishes to enjoy a rich, decadent chocolate candy bar that is free of the chemical additives found in most commercially produced chocolate.

The new flavors of chocolate wafer bars join the existing varieties, which include “Milk Chocolate”, “Dark Chocolate” and “Peanut Putter” wafer bars and wafer rolls. All Q.bel products are made with all-natural ingredients and contain no preservatives, artificial colors or flavors, hydrogenated oils, or high-fructose corn syrup. Q.bel’s wafer bars are covered in Belgian chocolate, and the wafer rolls have a crispy cookie inside. The company plans to add additional varieties in the spring of 2010.

The Q.bel product line was launched in January 2009, with an initial national rollout by Whole Foods. Since then, the product line has been selected by many leading retailers in the health and natural foods industry. In the twelve months ended December 2009, Q.bel sold over 1 million candy bars and has already attained the number one rank in the “All-Natural Chocolate Wafer” category.

Q.bel is available nationwide in all Whole Foods Markets and many specialty stores and retails for \$1.29-\$1.59. For more information about Q.bel, visit www.QbelFoods.com or follow them on Twitter at www.twitter.com/QbelChocolate.

About Q.bel

Since January 2009, Nyack, NY-based Q.bel Foods has been making healthy indulgences for consumers looking to satisfy their chocolate craving without all the high-fructose corn syrup, preservatives, artificial colors, flavors and hydrogenated oils found in most mass produced candy. 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 candy bars. Learn more at www.QbelFoods.com.

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