



'IT'S MANDELICIOUS!'TM
PAPA BEN'S KITCHEN COOKS UP EASTERN EUROPEAN DELICACIES FOR A CAUSE!

*"Indulge in our family tradition"*TM

LOS ANGELES – (XX, 2012) - Papa Ben's sweet, crispy twice-baked Mandelbroyt is an Eastern European delight revived by the Lesser family in the Los Angeles area. "Papa Ben" Lesser, the talent behind the baking, has revitalized the family tradition and will be offering an Original Family Recipe as well as four exclusive, new flavors to tantalize every palate.

It was in the 1940s in Eastern Europe, when Ben Lesser learned the art of baking. Using the ancient stone oven in his family's cottage, the young boy helped his father prepare the finest baked goods for family, friends and the community. Soon after retirement, Ben rediscovered his passion for baking. Preparing treats was a way for him to relive some of the most memorable and heartfelt memories from his childhood. By using all four of his senses to the fullest, Ben invigorated the Original Family Recipe and created the full product line of new flavors. The fresh baked aroma is sure to take you back to that time and place where your family traditions flourished.

This anytime treat is prepared using simple, fresh and all natural ingredients, gracefully laced with almonds and bursting with flavor. The treats are Kosher and Pareve (non-dairy) which complement any Kosher or health-conscious sweet tooth. Flavors Include: Original Family Recipe, Lemon Blueberry with Poppy Seeds, Minty Dark Chocolate, Chocolate Espresso Bean and Spicy Chipotle with Ginger and Dark Chocolate.

"My kids and I grew up baking with my dad and sharing some of the stories of his youth," says Gail Lesser, Ben's daughter and President of Papa Ben's Kitchen. "My children remember the delicious smells in the house when my dad was baking. We hope that our Mandelbroyt will create many great memories for you and your families."

A part of the proceeds from Papa Ben's Kitchen will be donated to the Zachor Holocaust Remembrance Foundation.

Papa Ben's Mandelbroyt can be found online and at: www.papabenskitchen.com or call 888-233-1072.

About Zachor:

The Zachor Holocaust Remembrance Foundation, founded by Ben Lesser (a.k.a. "Papa Ben"), is a non-profit organization whose mission is to ensure that the tragedies of the Holocaust will never be forgotten. Ben, a Holocaust survivor himself, travels around the country recounting his compelling story of survival and speaking about the importance of tolerance and preventing anything like the Holocaust from ever happening again. His mission and experiences will live on through youth/educational programs and speaking engagements supported by the proceeds from Papa Ben's Kitchen. To learn more log on to www.ZachorFoundation.org

Press Contact:

Brenda Camberos

562-472-2787

Brenda@TKGMarketing.com