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Papa Ben's Introduces Kosher Mandelbroyt

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PAPA BEN'S KOSHER MANDELBROYT IS NOW **AVAILABLE FOR PURCHASE** IN ALL GELSON'S LOCATIONS AND SPECIALITY MARKETS

LOS ANGELES - Papa Ben's famous twice-baked Mandelbroyt is now available at all Gelson's locations across the Los Angeles, Orange and Santa Barbara counties. Angelinos can also purchase the all natural treats in specialty stores across the Los Angeles area. "Papa Ben" Lesser, the talent behind the baking, has revitalized the family tradition and has created five exclusive, new flavors to tantalize every palate. The

Eastern European delights are not only delicious, but they are all-natural, Kosher, non-dairy, Pareve and only 80 calories per cookie.

Flavors Include: Original Family Recipe, Lemon Blueberry with Poppy Seeds, Minty Dark Chocolate, Chocolate Espresso Bean and Spicy Chipotle with Ginger and Dark Chocolate.

"We are excited to share one of our most cherished family traditions with the Southern California marketplace," said President Gail Lesser-Gerber. "Los Angeles is our hometown and we are thrilled to kick off the launch of our Mandelbroyt here in our own backyard."

Papa Ben's Kitchen is also very committed to giving back to the community by supporting a very worthwhile cause. A percentage of the profits are donated to the Zachor Holocaust Remembrance Foundation, whose mission is to ensure that the tragedies of the Holocaust will never be forgotten.

Papa Ben's Mandelbroyt can be found online and now at your neighborhood markets. To locate a store near you, log on to www.papabenskitchen.com or call 888-233-1072.

Gelson's Locations:

- Calabasas
- Century City
- · Dana Point
- Encino Hollywood
- Irvine
- Marina del Rey
- · Newport beach
- Pacific Palisades
- Pasadena
- · Santa Barbara
- Sherman Oaks
- · Silver Lake/Los Feliz
- Tarzana
- · Valley Village/Noho
- · West Hollywood
- · Westlake Village

Other Specialty Markets Include:

- Cambridge Farms
- · Glatt Mart
- · Kosher Bazaar (Agoura and Reseda locations)
- · La Brea Kosher Market
- Le Market
- Livonia Glatt Market
- Pico Glatt Market
- Santa Monica Glatt Market
- · Valley Produce (Reseda, Simi Valley and Valencia locations)
- · Ventura Kosher Meats
- · Western Kosher (Pico & Fairfax locations)

For more information about the company, log on to www.papabenskitchen.com or call 888-233-1072.

ABOUT PAPA BEN'S KITCHEN

Papa Ben's sweet, crispy twice-baked Mandelbroyt is an Eastern European delight revived by Ben Lesser and his family. The brand offers an Original Family Recipe, as well as four exciting flavors to tantalize every palate. The delectable treats are not only delicious, they are all-natural, Kosher, non-dairy and Pareve. "Papa" Ben's desire to share his old family traditions to the world began with the expansion of his family, and inquisitive grandchildren wanting to know the family history. It was then that he rediscovered his long lost passion for baking. By founding Papa Ben's Kitchen, Ben hopes to be a part of creating more great family traditions for his family and families all over the world!

TAGS: California, Gelson's, Kosher, mandelbroyt, Papa Ben's



