



CRUNCHY SUPERFOOD SNACKS

**Strong Momentum Means More Retailers and Multiple Food Channel Outlets for Consumers and The Wine RayZyn™ Company**



**NAPA VALLEY, Calif. (June 21<sup>st</sup>, 2017)** – The Wine RayZyn Company’s superfood snacks are gaining momentum with customers and consumers across the country. With its national distribution and strong broker network, the company’s sales outlets for consumers are significantly increasing each quarter, now numbering over 1,500 stores. The company’s products are currently in wide national distribution with availability in a dozen UNFI / Haddon House distribution centers and six KeHE distribution centers, with regional distribution through Market Centre and Nassau Candy. Among Wine RayZyn’s retailers are Natural and Specialty Grocers like Whole Foods, Safeway, ACME, Tops, Papa Joe’s Market, and Morton Williams. With a growing number of retail outlets, including independent retailers, consumers are increasingly able to experience the amazing taste and health benefits of Wine RayZyns. As a healthy snack that complements other foods, RayZyn snacks are also available in alternative channel outlets like wine stores such as ABC Fine Wine and Spirits and Total Wine & More, healthy lifestyle stores like Vitamin Plus, and active lifestyle stores like San Francisco’s Sports Basement chain. The company also has a full offering of products at their Amazon storefront making it easier than ever for customers to enjoy Wine RayZyns.

As a new fruit category, RayZyn fruit is being served in corporate kitchens at many tech-focused corporate campuses, as well as colleges and universities. These healthy snacks are also appearing on restaurant menus, including Iron Chef Marc Forgionne’s menu at the South Beach Food and Wine Festival. A recent innovation is the use of Wine RayZyns as a branded ingredient in other specialty food company products, effectively

transforming other products into superfoods. “Consumers are looking for nutritious foods, and retailers, offices, universities, and food companies are beginning to look for healthier options. Because RayZyn products are a great snack and a versatile ingredient, the options for success are endless,” says David Capossela, Wine RayZyn’s Director of Sales.

High quality, delicious taste, and consumer preference for healthier snacks are reflected in critical claim for RayZyns. The company’s flagship product, CabernayZyn (made from specially dried Cabernet grapes), was selected for the prestigious 2017 NEXTY Award as one of six “Best New Snack” finalists at Expo West, and RayZyns have been labeled a “hit” by the legendary Supermarket Guru. They were recently voted “best snack” by employees at leading corporate campuses as well.

The Wine RayZyn Company has also been featured on QVC and has developed a vigorous ecommerce business via Amazon and the company’s own website, rayzyn.com. “Because our core products are non-perishable and have a two year shelf life, they are the perfect food item to ship to consumers via Amazon Prime,” says Capossela.

In addition to the strong market in the U.S., RayZyns are even being sold internationally in several countries in the Pacific rim. “We are beginning to see international interest, due to the all natural nature and health benefits of our snacks and because we offer small package size options,” says Capossela.

Wine RayZyns are the type of snack that health conscious consumers want now, and this interest is driving company growth in market availability and sales. Savvy retailers are recognizing the possibilities for Wine RayZyns to drive their own market share in healthy snacks.

### **About Wine RayZyns**

Wine RayZyns are an all natural, authentic, healthy, and sustainable whole food. In addition to now being Kosher certified, RayZyns are naturally sweet, gluten free, vegan, non-GMO, all natural, diabetic-friendly, and have zero preservatives or artificial flavors, while having a two-year shelf life. Core products include: CabernayZyn™ (made from dried Cabernet grapes); ChardonayZyn™ (made from dried Chardonnay grapes); MerlayZyn™ (made from dried Merlot Grapes); as well as the newest released Dark Chocolate Covered CabernayZyns, which represents “guilt-free indulgence” combining heart healthy Cabernet grapes and dark chocolate.

For more information regarding Wine RayZyn snacks, please reach out to Eleanor Cates ([Eleanor@rayzyn.com](mailto:Eleanor@rayzyn.com) / 404.375.3700). The Wine RayZyn Company will be attending the Summer Fancy Food Show (booth #4600).