



**FOR IMMEDIATE RELEASE**

**PRAIM GROUP TO LAUNCH ALL NATURAL  
PAN AM CHOCOLATE BARS**

*An American Icon for More Than 85 Years, the New Milk and Dark Chocolate Bars Featuring the Company's Famous Logo will Give Chocolate Lovers a "Pan Am Smile."*

**BOSTON –September 10, 2012** –Praim Group ([www.PraimGroup.com](http://www.PraimGroup.com)), a food licensing, marketing and distribution company today announced an agreement to create and distribute a line of all-natural premium chocolate bars for Pan Am, one of America's most iconic brands. Easily identified by its blue globe logo, Pan Am, America's first international airline, continues to represent luxury and glamour and remains chic—nearly 85 years later—even among younger generations.

Featuring two different designs, the 3.5 ounce all-natural and kosher Pan Am bars, are available in both dark and milk chocolate with a \$3.99 MSRP.

"The Pan American World Airways brand is thriving and remains one of the most recognizable logos in the world," says Paul Pruett, founder and director of Praim Group. "Praim Group is honored to work with such an important American brand and we're confident these delicious chocolate bars will be a favorite among discerning chocolate lovers, nostalgic gift givers and Pan Am fans."

"We are thrilled to partner with Praim Group on this endeavor," said Stacy Beck, director of Brand Development, Pan American World Airways. "They clearly respect the brand and we have worked together to create designs that will resonate with anyone who loves history, aviation, airlines, nostalgia and great chocolate."

Pan Am currently distributes a popular collection of luggage, handbags, carry-on bags, apparel and travel accessories. These items can be found in retailers and airport gift shops throughout the United States.

Creator of CHOXCARD™ and known for its efficient and stream line approach to helping food brands maneuver and conquer the tricky world of logistics, marketing and sales, Praim Group represents such brands as SeapointFarms® Edamame Crunch, Bloomsberry & Co, The Andy Warhol Foundation, Bosco®, KnockKnock® Anne Taintor®, Bubble Chocolate® and others.

Founded in 1927, Pan Am was the principal and largest international air carrier in the United States through 1991. The airline is credited with many innovations that shaped the international airline industry and its logo, the use of the word "Clipper" in aircraft names and call signs, and the white pilot uniform caps, became a 20<sup>th</sup> century cultural icon representing the jet set.

As a pop culture phenomenon, in 1964 a Pan Am plane formed the backdrop when The Beatles' arrived at John F. Kennedy Airport. In addition, from 1964 to 1968 con artist Frank Abagnale, Jr. masqueraded as a Pan Am pilot, dead-heading to many destinations in the cockpit jump seat and forged Pan Am payroll checks. He documented this era in the memoir *Catch Me if You Can*, which later became a movie starring Leonardo DiCaprio.

### **About Praim Group**

Established in 2006, Praim Group is a one stop resource solution for pioneering food and confections related consumer brands. Praim Group lends its expertise to its brand partners in the critical disciplines of Sales, Marketing, Logistics, Merchandising, Graphic Design, Accounting & Finance, and Public Relations. With primary offices in Boston, MA and Los Angeles, CA, PRAIM Group provides a holistic approach to its clients with the unyielding overall objective of building long term brand equity. For more information, please visit [www.PraimGroup.com](http://www.PraimGroup.com).

### **About Pan Am**

With over 80 years of heritage, Pan Am is one of the most recognized brands in the world and lives on today as a premier lifestyle brand and accessories manufacturer as well as licensor of official Pan Am products and services based in Dover, NH. In addition to their full line of travel inspired fashion accessories and handbags, Pan Am is currently working with licensees across the globe to continue producing products and services that best represent the Pan Am principals of quality and ingenuity in the market place. From Fashion to Chocolate, the Sky has never been the limit. For more information, visit [www.PanAm.com](http://www.PanAm.com).

***MEDIA NOTE: Images and Samples Available Upon Request.***

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