



**FOR IMMEDIATE RELEASE**

**PRAIM GROUP LAUNCHES ALL-NATURAL FRENCH BULL® CHOCOLATE BARS AND CHOXCARDS®**

**BOSTON –January 7, 2014** –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 and CHOXCARDS® for French Bull® ([www.FrenchBull.com](http://www.FrenchBull.com)), an international lifestyle brand best known for its colorful and vivid designs.

Featuring French Bull patterns and colors, Praim Group will launch six different bar designs in either milk or dark chocolate variety and three CHOXCARD® designs with milk chocolate. All French Bull® chocolate bars are 3.5 ounces, all-natural and kosher. The MSRP for the chocolate bars are \$3.99 and \$5.99 for CHOXCARDS®. IMG Licensing, a division of IMG Worldwide, the sports, media and fashion company, negotiated the licensing contract on behalf of French Bull.

“These designs are gorgeous, uplifting and chic,” says Paul Pruet, founder and director for Praim Group. “Retailers will love it because the colors and designs pop off the shelf and certainly consumers will like the combination of the fashionable packaging and delicious chocolate. Whether a gift for yourself or someone else, it’s sure to make you smile.”

“Praim Group is an ideal partner as they are leaders in the food industry and provide the vehicle for French Bull to expand our brand into new stores and new aisles,” says, Jackie Shapiro, founder of French Bull. “Our ‘Live Vivid’ lifestyle and uplifting designs paired with premium chocolate will brighten any day.”

Praim Group’s award-winning CHOXCARD® is part greeting card and part Gift Card holder. The self-sealing box also contains a special 3.5 ounce all natural and premium chocolate bar providing gift-givers with a more personal and meaningful way to gift a Gift Card.

For retailers, CHOXCARD® has a J-peggable perforated header and is available in Clip Strips, a Power Wing and End-Aisle displays.

Known for its efficient and stream line approach to helping food brands maneuver and conquer the tricky world of logistics, marketing and sales, Prais Group represents such brands as SeapointFarms® Edamame Crunch, Bloomsberry & Co, The Andy Warhol Foundation, Bosco®, Where's Waldo®, KnockKnock®, Pan Am®, Anne Taintor®, Mary Phillips Designs®, Erin Condren®, Bubble Chocolate® and others.

### **About Prais Group**

Established in 2006, Prais Group is a one stop resource solution for pioneering food and confections related consumer brands. Prais 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 and Los Angeles 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.PraisGroup.com](http://www.PraisGroup.com).

### **About French Bull®**

Since FRENCH BULL's debut in 2002 with their line of melamine tableware with a modern spin, French Bull's vision has grown into an international lifestyle brand with licensing partners and distributors around the globe. Boasting the pop culture signature style of designer Jackie Shapiro, French Bull's mastery of pattern and color has come to life in a wide range of products from the home to the streets and is represented and recognized in over 25 countries and 5,000 independent retailers. Through their partnerships with an array of likeminded manufacturers French Bull has been able to create new uses for color and pattern that extends its reach and its LIVE VIVID message. For more information, please visit, [www.FrenchBull.com](http://www.FrenchBull.com)

### **About IMG Licensing**

IMG is the premier brand licensing company in the world with properties that represent more than eight billion in global retail sales. With more than 50 years of experience, IMG Licensing, a division of global sports, fashion, and media leader IMG Worldwide, provides unparalleled licensing resources and services to build and market existing and emerging brands. IMG Licensing currently represents some of the top global sports, entertainment, and lifestyle brands in the world. IMG has been ranked the number one Licensing Agency by *License! Global Magazine* in its annual Top 20 ranking since 2009. More information is available at [img.com](http://img.com).

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

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