



**FOR IMMEDIATE RELEASE**

Contact:  
[Amy@PramGroup.com](mailto:Amy@PramGroup.com)  
(310) 440-0646

**PRAIM GROUP INTRODUCES NEW ENTENMANN'S®  
CHOCOLATE BARS**

*Featuring Favorite Flavors from the Century Old Bakery New Chocolate Bar Flavors Include  
Dark Chocolate Raspberry Burst and Dark Chocolate Mint Cookie Crunch.*

**BOSTON – March 21, 2017** – PRAIM Group ([www.PramGroup.com](http://www.PramGroup.com)), a food licensing, marketing and distribution company, today introduced two Entenmann's® chocolate bars, in a deal brokered by The Joester Loria Group, Entenmann's licensing agency. The new line up of Entenmann's chocolate bars are available in flavors reminiscent of the sweet baked goods enjoyed by over 26 million households. The new bars that include Dark Chocolate Raspberry Burst and Dark Chocolate Mint Cookie Crunch are 2.15 ounces and kosher. The MSRP is \$1.99.

“We're honored to make these new chocolate bars for Entenmann's,” says Kerry Laramie, director of Sales for PRAIM Group. “These bars are delicious and will extend the iconic Entenmann's brand into other aisles in the grocery store and into new retailers.”

Founded in 1898 in Brooklyn, New York, by William Entenmann, today, a division of Bimbo Bakeries USA (BBU), Entenmann markets more than 100 baked goods throughout the United States.

The Entenmann chocolate bar designs are available in 24 count trays measuring D 7.5" x W 6" x H 3" and 96 bar shipper floor displays that measure D 18" x W 12.5" x H 36". Please contact PRAIM Group [www.PRAIMGroup.com](http://www.PRAIMGroup.com) for more information.

### **About PRAIM Group**

Established in 2005 and creator of CHOXCARD™, PRAIM Group is a one stop resource solution for helping successful consumer brands expand their reach into the tricky world of food logistics, marketing and sales. With offices in Boston and Los Angeles, PRAIM Group represents such brands as DreamWorks®, Build-A-Bear Workshop®, Anne Taintor®, Mary Phillips Designs®, Erin Condren®, French Bull®, Bloomsberry & Co, Bosco® and others. For more information, please visit [www.PraimGroup.com](http://www.PraimGroup.com). Follow us on Twitter at <https://twitter.com/PraimGroup> and Facebook <http://www.facebook.com/PraimGroup>.

### **About Entenmann's Bakery:**

Entenmann's Bakery has been baking cakes, donuts, cookies, Danish, Little Bites and other delicious sweet baked goods for over a century. Founded as a family bakery in New York in 1898, the company is now a subsidiary of Bimbo Bakeries USA. Entenmann's delivers hundreds of products all-across the U.S. with "just baked" freshness.

***MEDIA NOTE: Images and Samples Available Upon Request.***  
(###)