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PRAIM GROUP INTRODUCES “TROLLS” CHOCOLATE BARS

DreamWorks Animation to Release Trolls Movie on November 4th

SALEM, MA -- October 11, 2016 -- Prais Group (www.PraisGroup.com), a food licensing, marketing and distribution company best known for its all-natural chocolate bars in chic and humorous packaging, announced its Limited Edition “Trolls” chocolate bars. The DreamWorks Animation movie is scheduled for release on November 4th.

Featuring the beloved Troll characters, Prais Group will introduce two “holiday” themed bars and two “everyday occasion” premium milk chocolate bars. All Trolls bars are 3.5 ounces, all-natural and kosher. The MSRP is \$1.99-\$2.49.

From the creators of Shrek, the Trolls movie is based on the dolls first introduced in 1959. Trolls features an all-star cast that includes Anna Kendrick, Justin Timberlake, and Zooey Deschanel, among several other “A-listers.”

In addition to Trolls, Prais Group also offers other DreamWorks designs including Shrek, HOME, and classics such as Where’s Waldo?, Frosty the Snowman, Casper the Friendly Ghost, Underdog, Hot Stuff, Santa Claus is Coming to Town, and more.

The DreamWorks bars are available in twelve bar shelf and counter displays measuring 3.5’’ W × 6’’ H × 7’’ D and in 60 bar shipper floor displays that measure 13’’ W × 42’’ H × 14’’ D.

About Prais Group

Established in 2005 and creator of CHOXCARD™, Prait 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, Prait Group represents such brands as DreamWorks®, Garfield the Cat®, Build-A-Bear -Workshop®, Happiness Is®, Bloomsberry & Co, Mench On A Bench®, Pan Am®, Friendly's®, Bosco®, French Bull®, Erin Condren®, Anne Taintor®, Mary Phillips Designs®, and others. For more information, please visit www.PraitGroup.com. Follow us on Twitter at <https://twitter.com/PraitGroup> and Facebook <http://www.facebook.com/PraitGroup>.

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