

Contact: Rachel Jackson
Peacock Publicity
815-404-9920
Rachel@peacockpublicity.com

FOR IMMEDIATE RELEASE

CHOCOLATE FILLED WAFER THINS DEBUT- UNLIKE OTHER SNACKS

Only 90 calories per 8 inch round, 100% natural, No preservatives

Crestwood, IL -April 12, 2007- The Honey Wafer Baking Company announces the debut of their Chocolate Filled Wafer Thins, a twist on the company's 80-year-old original honey wafer recipe. The all-natural cocoa adds no additional calories to the traditional style, only rich antioxidants and a delicate chocolate flavor.

Two crispy light 8 inch wafer rounds are hand-sandwiched together with a distinctive honey candy filling, creating a treat entirely individual to the ready-to-eat snack food market.

- ◆ Only 90 calories per serving
- ◆ 100% natural
- ◆ No preservatives
- ◆ Low fat
- ◆ No saturated fat
- ◆ No cholesterol
- ◆ No Trans Fat

When enjoyed alone, Wafer Thins will satisfy any crunchy or sweet craving. Wafer Thins are also great paired with coffee, tea, ice cream, yogurt, fruits, fondue, custards or sorbet.

Chocolate Filled Wafer Thins are available in grocery stores and delis throughout Chicagoland and retail for approximately \$1.89 per 3 oz. package. They are also available for purchase by the case online at www.anisihoneywafer.com.

Established in 1925, The Honey Wafer Baking Company has been creating The Original Filled Honey Wafers by Anisi since Mama Anisi introduced her European recipe over 80 years ago. The 3rd generation wafers continue to be produced by hand in the old world style at the Chicago suburban location in Crestwood Illinois. The family owned company can be reached at 800-977-9012, by e-mailing honeywafer1@yahoo.com or visit www.anisihoneywafer.com

###

If you would like more information, to try a sample, or to schedule an interview please contact Rachel Jackson at 815-404-9920 or e-mail Rachel at Rachel@peacockpublicity.com

VISIT US AT BOOTH #8107 AT FMI, MAY 6-8th 2007

