

FOR IMMEDIATE RELEASE



Papa Ben's Kitchen Is Cooking up Holiday Goodness!

Enjoy & Gift Delicious Tasting Mandelbroyt, Minus the Guilt this Holiday Season

LOS ANGELES, CA – NOVEMBER 15, 2012 – Holiday season is upon us! Thanks to **Papa Ben's Kitchen**, www.papabenskitchen.com, you can now enjoy a delicious tasting dessert at all of your holiday festivities, minus any guilt. **Papa Ben's Kitchen**, known for its savory, crunchy and crispy, twice-baked *Mandelbroyt*, (aka Mandelbread or Almond Bread), continues to satisfy palates nationwide, delivering five irresistible flavors right to your door:

Original Family Recipe, Minty Dark Chocolate, Chocolate Espresso Bean, Lemon Blueberry with Poppy Seeds & Spicy Chipotle with Ginger and Dark Chocolate.

From the ideal amount of cherries in the **Original Family Recipe** to just the right amount of ginger in the **Spicy Chipotle with Ginger and Dark Chocolate**, Papa Ben created the five featured flavors with foodies of the world in mind.



"Papa Ben" himself, Ben Lesser, was born in Krakow, Poland in 1928. His father, Lazar, owned a chocolate company famous for making chocolate covered wafer cookies. Lazar instilled his passion for



baking in the family, which ultimately allowed the family to survive outside the ghettos for a portion of World War II. Using the stone oven in their cottage, Ben and his father worked together to prepare the finest baked goods, including *Mandelbroyt*, for family, friends and their surrounding village.

"The holiday season is truly a great time for my family especially to celebrate our own traditions," says **Papa Ben's Kitchen** President, Gail Lesser-Gerber. "It brings me great joy to

share personal family recipes with a new generation who will now experience what my father; Ben grew up baking with his father. We hope the aroma will help take everyone back to a time where family traditions began.”

Enjoy each of the flavorful, all natural, non-dairy and Kosher cookies as you warm up this season with seasonal teas, almond milk, coffee or even pair the *Mandelbroyt* with your favorite red wines and delicious cold beers. At only 80 calories a cookie, you and your guests can enjoy each of the decadent flavors and more!

Papa Ben’s Kitchen Mandelbroyt is available for purchase and nationwide shipping on-line at www.papabenskitchen.com (\$6.99/box), plus shipping. Enjoy an exclusive on-line holiday special when you purchase a 5-pack, 1 of each available flavor, for only (\$29.95), regularly (\$34.95). Shoppers in Southern California can also pick-up their favorite **Papa Ben’s Kitchen** flavors at Gelson’s, The Super Market.

Once you’ve picked out your favorites, enjoy baking some of **Papa Ben’s Kitchen** President, Gail Lesser-Gerber’s, delicious family *Mandelbroyt* recipes with your loved ones: <http://www.papabenskitchen.com/recipe.php>

Papa Ben’s Kitchen is also dedicated to the remembrance of the Holocaust. As a Holocaust survivor himself, Ben Lesser founded the **Zachor Holocaust Foundation**, a non-profit organization, that supports the Holocaust education, remembrance and tolerance of all and for all people. As part of the on-going commitment to the cause, a percentage of profits from **Papa Ben’s Kitchen Mandelbroyt** sales will be donated to **The Zachor Foundation**. You can learn more about the foundation at www.zachorfoundation.org.



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