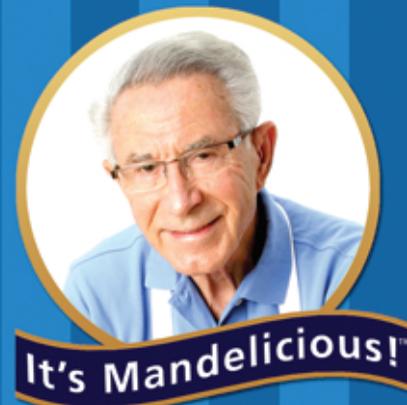


PAPA BEN'S KITCHEN



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FOR IMMEDIATE RELEASE

Meet Concentration Camp & Holocaust Survivor, "Papa Ben" Lesser himself at the Winter Fancy Food Show

LOS ANGELES, CA – JANUARY 20, 2013 – Come meet "Papa Ben" Lesser with **Papa Ben's Kitchen**, www.papabenskitchen.com, at the Winter Fancy Food Show, taking place in San Francisco's Moscone Center (747 Howard Street), January 20th-22nd. With International Holocaust Remembrance Day around the bend on January 27, 2013, "Papa Ben" will be on hand at the show in the "New Product Pavilion's" South Hall to share his delicious recipe that continues to inspire family traditions from generation...to generation!

Papa Ben's Kitchen, known for its crispy, crunchy and delicious, twice-baked Mandelbroyt, (aka Mandelbread or Almond Bread), continues to satisfy palates nationwide, offering up five irresistible flavors: **Original Family Recipe**, **Minty Dark Chocolate**, **Chocolate Espresso Bean**, **Lemon Blueberry with Poppy Seeds & Spicy Chipotle with Ginger and Dark Chocolate**.

Papa Ben's Kitchen is also dedicated to the remembrance of the Holocaust. As a Holocaust survivor himself, Ben Lesser founded the **Zachor Holocaust Remembrance Foundation**, a non-profit organization, that supports 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 Holocaust Remembrance Foundation. You can learn more about the foundation at www.zachorfoundation.org.

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.

Enjoy each of the flavorful, all natural, non-dairy and Kosher cookies as you warm 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 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. Shoppers in Southern California can also pick-up their favorite **Papa Ben's Kitchen** flavors at Gelson's, The Super Market and at a store near you!

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