HOME GROOM ADORN SWEAT NEST CHOW PREVENT NURTURE INSPIRE ZEITGEIST

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01/02/2013

PAPA BEN'S KITCHEN MANDELBROYT - A GUILT FREE TREAT FOR 2013!

Yiddish

Mandel = almond / Broyt = bread



Finally a cookie with a cause. Anyone who knows me knows I have a mean sweet tooth. Something about that crunchy, crispy texture that I crave. The ultimate sucker for sort of carb to dip into my coffee.

Having attempted to cut all traces of sugar and flour, I have resolved life is too short. And a little flour, a little sugar is certainly not going to negatively affect my life as much as a world void of Mandelbroyt/cupcakes/cookies (aka sugar/gluten/flour). Having discovered Papa Ben's Kitchen Mandelbroyt, I no longer need to feel guity for craving this sweet snack. Sidenote: later next month I have been assigned a 3 day assignment from My Fit Foods. Until then month, I plan enjoy as many Mandelbroyt as my heart desires. world void of Mandelbroyt/cupcakes/cookies (aka sugar/gluten/flour). Having discovered Papa Ben's Kitchen Mandelbroyt, I no longer need to feel guity for craving this sweet snack. Sidenote: later next month I have been assigned a 3 day assignment from My Fit Foods. Until then month, I plan enjoy as many Mandelbroyt as my heart desires.

One afternoon while shopping at the West Hollywood Gelson's I taste tested Papa Ben's Mndelbroyt. I tried the original flavor. Then snuck in another sample (lemon blueberry), then another piece (spicy chiptle chocolate flavor). I needed to adequately, um, do my research! I loved the taste, the story. I felt inspired.

"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.

Nutritionistas and fitness fanatics can even partake in this. Nutritional stats for one Mandelbroyt include: 80 cals, 3 - 3.5 grams of fat (depending on flavor), 10-11 grams of carbs (depending on flavor) 4-5 grams of sugar (depending on flavor).

With flavors such as Original Family Recipe, Minty Dark Chocolate, Chocolate Espresso Bean, Lemon Blueberry with Poppy Seeds & Spicy Chipotle with Ginger and Dark Chocolate, all tastebuds are welcome. Ideal to dip in coffee, have as an afternoon pick me up or if you crave something sweet after dinner. Dip into low fat ice cream or frozen yogurt and you have a low cal, low fat, low sugar and low carb dessert. All natural, Kosher, and dairy free.

My favorite is the original. Full of maraschino cherries, chocolate chips, pecan, almonds and coconuts.

With my runner up favorite..



Eating Papa ben's Mandelbroyt takes me back to sitting at my grandmother's home noshing around the kitchen table. Except with Mandelbroyt, I don't feel guilty I am not sacrificing taste as they are delicious.

Even more to feel good about: 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. A portion of the percentage of profits from Papa Ben's Kitchen Mandelbroyt sales will be donated to The Zachor Foundation.

Next year resolve to eat well, treat yourself right and support ___

GROOMED L.A.

EDEN BY EDEN SASSOON BLEW US AWAY

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