

SNACK BETTER®
SAHALE
SNACKS®

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Sahale Snacks: Going Where No Nut Has Gone Before

The “Snack Better” company debuts two new lines: *Biscotti Crisps*™ and zesty *Seasoned Nuts*

Sahale Snacks is proud to launch two new product lines – *Biscotti Crisps* and *Seasoned Nuts* – at the **Natural Products Expo West Show, March 12 - 14, 2010, in Anaheim, CA.** Visit Sahale Snacks at **Booth #2286** to sample the new products and meet company co-founders Edmond Sanctis and Josh Schroeter.



NEW! Biscotti Crisps

“We’re taking biscotti in a whole new direction,” says Sanctis. “These whole grain snacks can be enjoyed anytime of day – paired with a favorite beverage or simply savored by themselves.” A departure from the hard and chunky coffee-dunkers of biscotti past, Sahale Snacks’ Biscotti Crisps are thin, whole-grain snacks that are equally at home with milk or coffee as they are with cheese or wine.

The new line combines the company’s imaginative flavor combinations with whole grains, fruits and nuts to create four delightful new snack alternatives: *Pecan and Cranberry*, *Pomegranate Vanilla Cashew*, *Banana Walnut Chocolate*, and *Almond Vanilla Latte* (SRP \$4.99/6 oz bag).

Biscotti Crisps are an excellent alternative to cookies (minus the guilt and empty calories) and are also a delightful upgrade from boring crackers or chips. Conveniently packaged in a resealable pouch, these crunchy goodies make a great on-the-go snack. Plus, they are terrific for entertaining and go great with cheeses, spreads, and a favorite wine.

NEW! Seasoned Nuts

Sahale Snacks is also launching a new line of Seasoned Nuts, featuring all-natural herbs and spices and made using a slow, oven roasting process. Available in three bold flavors: *Barbeque Almonds with Mild Chipotle + Ranch*, *Southwest Cashews with Chile + Cheddar*, *Tuscan Almonds with Parmesan + Herbs* (SRP \$2.50/2 oz bag).



Seasoned Nuts are a good snacking choice. They are rich in protein (5g per serving), antioxidants, vitamin E, and fiber and have a hearty, satisfying crunch. Each one-quarter cup serving is only 140 calories.

About Sahale Snacks

Sahale Snacks was founded in Seattle in 2003 by Josh Schroeter and Edmond Sanctis after climbing Mt. Rainier and enduring days of uninspiring trail mix and energy bars. The two friends set out to create a natural and healthy snack that tasted great. The company follows a simple philosophy: Start with natural whole foods, add a dash of culinary magic and offer busy consumers convenient, delightful, healthy snacks. Sahale Snacks is dedicated to helping people “Snack Better™.”

The founders named the company after Sahale Peak, which is north of the Cascade Pass in the North Cascades National Park in Washington State. Pronounced “sah-HA-lee,” it’s a beautiful peak with a cool glacier and great views. For more information please visit www.sahalesnacks.com or Sahale Snacks on Facebook and Twitter.

Sahale Snacks’ lines of Biscotti Crisps, Seasoned Nuts, Nut Blends and Glazed Nuts are available in conventional, natural and specialty grocers, as well as cafes, outdoor/recreation stores and hotels. A store locator is available on www.sahalesnacks.com.

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For hi-res photos and product samples, please contact debby@fortunepublicrelations.com