



For Immediate Release

### **The Re-launch of the Kale Krumbs**

TORONTO, February 19, 2018 - On February 22, 2018, The Healthy Crunch® will be re-launching their new and improved Kale Krumbs® at the Canadian Health Food Association West Expo. Unlike its previous launch, the Healthy Crunch® Kale Krumbs® will be re-launched in its new single serving pouch design.

On February 12, The Healthy Crunch® CEO, Julie Bednarski, announced on her Instagram account that the Kale Krumbs® will be re-launched in its new pouch design. “We are excited to announce that we are re-launching our Kale Krumbs. Our NEW Kale Krumbs are in single serving portion so you can toss them on any foods to add more flavour.” Says Bednarski. These new Kale Krumbs will make its way to the CHFA West Expo in Vancouver, BC on February 23 at the Vancouver Convention Centre. The Kale Krumbs will be available throughout North America for distribution and sale.

The Healthy Crunch® Kale Krumbs® will be available in all 5 of their Kale Chips flavours such as, Say Cheeze®, Bollywood Blast®, Hello Jalapeno®, the Big Chipotle® and Cool Cucumber+Dill®. These newly designed Kale Krumbs® packs are sold in a case that contains 12 pouches. Expo goers will also have the opportunity to purchase cases of their preferred flavour.

“Our new single serving Kale Krumbs® pouches are a great healthy seasoning alternative. You can add it to meats and salads to add a whole lot of flavour” States Julie Bednarski, founder and chief of The Healthy Crunch Company®. She also adds in “They don’t have added preservatives and there is no MSG in these Kale Krumbs®. They’re a great solution into adding kale into your meals!”

The Healthy Crunch is a kale chip company based in the Greater Toronto Area.

#### About the Healthy Crunch Company

The Healthy Crunch Company is a Canadian company created by Registered Dietitian, chef and foodpreneur, Julie Bednarski. Specializing in kale chips and Kale Krumbs®, the company's mission is to provide satisfying, healthy snacks that fuel the body, mind and soul to be the #1 snack food company in the world! The Healthy Crunch Company makes the best artisanal kale snacks on the planet. Our big kale chips are big in flavour, big on crunch and big on love, but the way we make them is small. For more information and for distribution inquiries please email [hello@healthycrunch.com](mailto:hello@healthycrunch.com) and please visit our website, <https://www.healthycrunch.com/>.

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