



For Immediate Release

### **Kale Chips Crunching their way into the United States**

TORONTO, March 1, 2018 - On March 8 to 10, 2018, The Healthy Crunch® will be launching their signature kale chips at Expo West to begin their distribution in the United States.

With its amazing success in their Canadian distribution, the Healthy Crunch® Company will begin to start planning out their distribution into the United States. Starting on March 8, 2018, The Healthy Crunch® will take part and launch their kale chips and Kale Krums® at the Expo West Trade Show at the Anaheim Convention Centre.

“Our kale chips and Kale Krums® have amazing great features. They don’t have added preservatives and there is no MSG. They’re a great solution into adding kale into your meals!” States Julie Bednarski, founder and chief of The Healthy Crunch Company®. She also adds in “Also, our kale chips are school approved and they are also the first kosher kale chip to be in the United States!”

The Healthy Crunch® kale chips and Kale Krums® will be available in 5 flavours such as, Say Cheeze®, Bollywood Blast®, Hello Jalapeno®, the Big Chipotle® and Cool Cucumber+Dill®. These newly distributed kale chips will be sold in special US packaging. This new US packaging for the kale chips comes in a 60g pouch, which equals to 2 servings per pouch. As for the Kale Krums, Americans will be treated with the newly redesigned Kale Krums® single serve 15g pouches, which includes 12 pouches in a single case. Expo goers will have the opportunity to purchase bags of kale chips and also cases of their preferred flavour of Kale Krums.

“We are excited to partner with companies in the United States. We’re very opened to new opportunities.” Julie Bednarski states. “We want to target companies and customers who want

to push for a healthy lifestyle and customers who are on the go. If you are a company interested in distributing and selling our kale chips and Kale Krums, please email [hello@healthycrunch.com](mailto:hello@healthycrunch.com). Happy Crunching!"

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 Krums®, 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/>.

-30-

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