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## Thou Shall Snack® Introduces Two New Products

**Seattle, WA** (September 3, 2007) – Since launching to consumers nationwide in 2006, Thou Shall Snack® has been receiving heavenly praises for its Jewish inspired snack, **Latke Crisps™**. The company has been hard at work experimenting with new twists on time-honored Jewish fare, and it shows. This month, two new products are being unveiled, including Zesty Veggie Latke Crisps™ and a brand new line, **Babka Bites™**.

Latke Crisps™ combine the savory flavors of homemade potato pancakes with the 100% natural, wholesome ingredients preferred by today's health-conscious consumers. Zesty Veggie Latke Crisps™ take on a new dimension by adding vibrant vegetables to this already flavorful snack. Unlike regular potato chips, Latke Crisps™ are baked, not fried, and are low fat with zero trans fats. Made with real foods like potatoes, onions, and herbs, Latke Crisps™ have no artificial colors, additives, preservatives, or GMO's.

Babka Bites™ are light and crispy sweet bites made with whole grains and organic ingredients. The Cinnamon flavor combines the rich warm flavors of cinnamon, brown sugar, and butter, while the Dark Chocolate variety is laced with just the right amount of organic dark chocolate. Babka Bites™ are free of artificial colors, additives, preservatives, trans fat and cholesterol.

“To Jewish consumers everywhere, the words ‘latke’ or ‘babka’ conjure up delicious memories of their grandmother’s kitchen” said Jill Ginsberg, founder of Thou Shall Snack. “Our products allow consumers to satisfy their craving for authentic tasting culturally inspired foods without all the fuss of cooking or the guilt that often comes with eating. Consumers everywhere have been enjoying Latke Crisps because of the great flavor, all-natural ingredients, and healthy profile. Now we’re thrilled to be providing them with more tasty options by adding a third flavor of Latke Crisps™ and our new line of Babka Bites™.”

Latke Crisps™ and Babka Bites™ are designed to appeal to a broad audience and are best placed in the natural foods section of grocery stores or the snack section of delis and specialty stores. The suggested retail price of Latke Crisps™ is \$1.29 for a 1 oz. bag and \$2.79 for the 3 oz bag. The suggested retail price of Babka Bites™ is \$3.49 for a 4 oz. bag. For sales information, please contact Jill Ginsberg or visit [www.thoushallsnack.com](http://www.thoushallsnack.com).

**About Thou Shall Snack:**

Founded in 2005 by Jill Ginsberg to recreate the savory flavors of traditional Jewish foods, Thou Shall Snack distributes a line of all-natural, baked and kosher certified snacks. The company's products, Latke Crisps™ and Babka Bites™, are available in supermarkets, specialty stores and delis nationwide. More information on the company and its products can be found at [www.thoushallsnack.com](http://www.thoushallsnack.com).

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