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Jafflz.com

FOR IMMEDIATE RELEASE

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FOLLOWING LIVE EMERIL LAGASSE TESTIMONIAL, INTERNATIONAL GOURMET CHEF TO REAPPEAR ON QVC WITH EMERGING FOOD BRAND

Chef Meryl van der Merwe, Creator of Jafflz® ALL NATURAL TOASTED POCKETS, Experiences Significant Sales as a Result of October 9 Appearance; Jafflz Facebook Live Segments to Take Place Wednesdays at 12:30 p.m. MST through December 11, 2019

PARK CITY, UTAH – South African-native, Chef Meryl van der Merwe’s [debut appearance on QVC](#) last month for her [Jafflz®](#) ALL NATURAL TOASTED POCKETS was so deliciously successful that the network has invited her back. Not only did celebrity Chef Emeril Lagasse “crash” Chef Meryl’s segment, but he devoured the Sloppy Joe Jaffle, declaring it was “unbelievable” on air. As a result of his testimonial and the excitement that Chef Meryl’s appearance generated, QVC viewers placed large numbers of orders to devour the top-selling Mac n’ Cheese and Sloppy Joe offerings. Her next appearance is scheduled on November 23, Noon to 3:00 p.m. EST in the kitchen on QVC2.

“It was such a fantastic surprise to have Emeril spontaneously walk on the set to taste Jafflz for the first time,” says Chef Meryl. “As a hugely respected celebrity chef, he lent instant credibility to this all-natural, globally-inspired food product that continues to disrupt the frozen handheld category. It’s exciting that so many QVC viewers now have the opportunity to discover and taste this delicious, accessible product that allows them to eat healthier with premium ingredients and zero artificial preservatives.”

Chef Meryl’s QVC appearance is yielding ongoing new customers daily, and in the meantime, she is launching a series of QVC-inspired Facebook Live segments on Wednesdays at 12:30 p.m. MST on the [Jafflz page](#) through December 11, 2019. Facebook viewers can devour her cooking segments featuring various guest appearances and live tastings to savor all six Jafflz flavors – Sloppy Joe, Chicken Enchilada, Ham Egg & Cheese, Indian Veggie Curry, Mach & Cheese, and the new Cheese Pizza.

Founded and produced in Utah, Jafflz is an emerging brand of classic toasted pockets Chef Meryl enjoyed as a child in South Africa. They are currently sold in the frozen sections of 477 stores in Arizona, Southern California, Utah, Texas, and the Midwest. Three hundred ninety one of the stores are Kroger

banners (Smith's, Ralph's and Fry's), and others include Sendik's, Busch's and Central Market. Exciting, new store partnerships for distribution for 2020 will be announced soon.

For more info or to request Jafflz samples for editorial coverage, contact Hilary Reiter, Redhead Marketing & PR, hilary@redheadmarketingpr.com, 435.901.2071.

For more info, visit Jafflz.com.

ABOUT JAFFLZ

Jafflz® Toasted Pockets, a staple of Chef Meryl van der Merwe's childhood in Cape Town, South Africa, are stuffed with globally-inspired fillings borne of years spent in some of the world's most exotic places as a professional chef for an exclusive clientele on superyachts and in grand estates. One such client was Under Armour Founder/CEO Kevin Plank who recognized her potential and provided the seed capital for Jafflz. Made with clean, 100% natural ingredients, Jafflz products contain "NO FAKE STUFFZ"! No added sugar in the bread, and *never* any hormones, nitrates or antibiotics in any Jafflz recipe. New this year: Jafflz uses only 100% Utah grass-fed beef. Savory or sweet, Jafflz are ideal for any meal or snack. Offerings include Ham, Egg & Cheese, Chicken Enchiladas, Vegan Indian Curry, Mac n' Cheese, Sloppy Joe, Cheese Pizza and Apple Pie.

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