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Jafflz.com

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HEALTHY AND DELICIOUS JAFFLZ® INTRODUCES NEW RECIPES AND SINGLE-SERVE PACKAGING FOR 2020
FOLLOWING SUCCESSFUL QVC APPEARANCES

*Boasting Clean, Flavorful Ingredients, the Toasted Pockets Relocate to
Natural Frozen Foods Sections of Grocery Chains*

PARK CITY, UTAH – After two successful QVC segments this fall, South African-native Chef Meryl van der Merwe, the creator of Jafflz, will reappear on the network in January to showcase new product packaging, new recipes, and redesigned website. The incredible momentum and completion of pilot programs drove the rebrand as Jafflz readies to enter additional markets and new retailers in 2020. Featuring all natural ingredients, Jafflz are as delicious as they are healthy. Single-serve toasted pockets will now be offered in the Natural Foods sections of grocery stores, alongside brands like Amy’s and Annie’s and single-serve burritos.

“Our soft launch phase taught us that we are perfectly positioned to disrupt the single-serve burrito set,” says Chef Meryl. “The new Jafflz single-serve packaging is made possible thanks to our significant investment in a horizontal flow wrapper to make production more efficient. The expectation is that consumers will now be more inclined to try Jafflz with a smaller investment on their part.”

The newest flavor, cheese pizza, is also being introduced in the markets where Jafflz is currently distributed – Arizona, Southern California, Texas, Utah, and the Midwest – and on Jafflz.com.

“Ideal for those resolving to enter the new year by eating healthier without sacrificing flavor, Jafflz features some of the cleanest ingredients found in the natural foods section,” Chef Meryl notes. “The new store placement is significant as Jafflz will be more easily discovered by those looking for less processed meals that are convenient with fillings the whole family can enjoy.”

Jafflz products are lower in sodium, high in protein, and include from little to no added sugar. The Sloppy Joe, which Chef Emeril Lagasse declared to be “unbelievable” in a surprise on-air appearance during Chef Meryl’s debut QVC appearance, even features local, grass-fed beef.

Founded and produced in Utah, Jafflz is an emerging brand of classic toasted pockets Chef Meryl enjoyed as a child in Cape Town, South Africa. They are currently sold in 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 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.

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 grand estates. One such client was Under Armour Founder/CEO Kevin Plank, who recognized Meryl's 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, from *little to no* added sugar elsewhere, and *never* any hormones, nitrates or antibiotics in any Jafflz® recipe. New this year: Jafflz® uses only 100% local 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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