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Jafflz.com

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HARMONS GROCERY STORES TO CARRY UTAH BRAND JAFFLZ AFTER MANY CELEBRITIES ENJOY THE
TOASTED POCKET SANDWICHES DURING SUNDANCE FILM FESTIVAL

17 Harmons Locations Began Rollout in January; Jafflz Founder Confirmed to Appear on QVC's "In the Kitchen with David"

PARK CITY, UTAH – Just as celebrities like Anne Hathaway and Alec Baldwin were devouring Jafflz at the Associated Press Music Lounge during the Sundance Film Festival, Harmons Grocery Stores in Utah began carrying the all-natural toasted pocket sandwiches. Created by Chef Meryl van der Merwe, a native of South Africa and Utah resident, Jafflz features a variety of familiar, delicious fillings that make healthy eating convenient and accessible for those leading busy lives. Van der Merwe will be in the national spotlight once again in February when she reappears on QVC, this time on "In the Kitchen with David."

"This year is off to a tremendous start and is shaping up to be our best one yet in terms of expanded distribution and national exposure," Chef Meryl says. "It was an incredible opportunity and privilege to be the sole meal offering at the AP Music Lounge where we introduced our brand to celebrities and others in the entertainment industry."

Seventeen Harmons stores from Dixie to Draper will offer the new single-serve packaging and fillings that include Cheese Pizza, Sloppy Joe, Mac and Cheese, Chicken Enchilada, and Apple Pie. Jafflz products are lower in sodium, high in protein, and include little to no added sugar. The Sloppy Joe, which Chef Emeril Lagasse declared to be "unbelievable" during an impromptu appearance during Chef Meryl's debut QVC segment in 2019, even features local, grass-fed beef.

"We are thrilled to partner with Harmons, a retailer renowned for its quality offerings, to make healthy, clean eating more affordable and fun for Utah families on the go," Chef Meryl comments.

Jafflz is also currently available in Arizona, Southern California, Texas, Utah, the Midwest, and on Jafflz.com.

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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