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Cacao Nibbles® Debuts All-Natural Chocolate Health Snacks at Natural Products Industry Trade Show; Treats Take Chocolate to Next Level

Chocolate aficionados now have a new reason to indulge their passion and expand their chocolate repertoire thanks to Cacao Nibbles, a chocolate health snack, which debuts this month in the Washington, D.C. market. Cacao Nibbles are a delicious, well-balanced blend of flavorful dark chocolate, cacao nibs, puffed quinoa and wholesome dried fruits.

The Cacao Nibbles product line consists of four all-natural flavors: date coconut; apricot cranberry; blueberry lavender plum; and mango apple. The snacks not only excite the palette, but are wheat and gluten-free, rich in antioxidants and contain no sulfites or artificial ingredients or flavors. The bite-sized chocolates are packaged in portion-control tubs that allow customers to enjoy chocolates daily over a period of time.

Arlington-based entrepreneur Laura Graves will unveil her new line of uniquely flavored chocolates at the East Coast's largest natural products trade show Natural Products Expo East Show, October 4-7, 2006 in Baltimore at booth 4101 in the new product section.

Graves said, "Cacao Nibbles is dedicated to bringing new chocolate options to health-conscious food lovers. We are excited to launch high-quality chocolate snacks to retailers anxious to capitalize on the growing interest in dark chocolate and healthy snacks."

According to independent market analyst Datamonitor, dark chocolate sales are expected to jump 60 percent during the next five years. While the overall chocolate market is expected to show an impressive growth rate of 22.5 percent—to \$17.8 billion in 2010 from \$14 billion in 2005—the dark chocolate category, which accounts for just 2.8 percent of the market, will skyrocket to 61 percent.

About Cacao Nibbles®

Laura Graves, creator of Cacao Nibbles, daydreamed about a chocolate snack that could be eaten daily and fit into her healthy diet and lifestyle. Cacao Nibbles were born when she combined her three favorite comfort foods—chocolate, fruit and quinoa—into a delicious, healthful snack. After garnering strong customer interest at farmer's markets, she knew the time was right to bring these snacks to the natural and specialty food marketplace. For distribution or press inquiries, please contact Laura Graves at 703-946-5955 or lauragraves@cacaonibbles.com.