



Matzolah™

News Release

For Release: Immediate
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Atlanta Food Company Wins Best New Passover Product: Foodman's Matzolah, "The Trail Mix of the Exodus"

ATLANTA—Matzolah™, created by Atlanta-based Foodman, LLC, was awarded Best New Passover Product in the 2012 Kosherfest New Product Competition, Kosherfest officials recently announced. Labeled a "breakfast and nosh," it is a natural food that will debut next month at Kosherfest, the world's largest annual trade show in the kosher food industry. Matzolah will be available for purchase from Foodman and for national distribution this fall in advance of Passover 2013.

Wayne Silverman, founder and CEO of Foodman, had a career in Jewish communal and nonprofit leadership, and most recently, served five years as executive director of Hillels of Georgia. This past spring he decided to pursue his dream to bring the world the "best tasting Passover breakfast and nosh."

"It's been quite a journey," Silverman says, referring to how long it took to bring Matzolah from his kitchen to the consumer's table. Silverman, who has also worked in the natural foods community, began baking artisanal granola in college and sent bags of it to family and friends. "Everybody loved my granola so much they hated to give it up on Passover," he says.

Silverman's wife Laura Silverman and college roommate Scott Gantwerker were zealous about Matzolah. Gantwerker, research and development executive for Fortune 500 food and beverage corporations, told Silverman he had a hit, and should commercialize it. Continually improving Matzolah in his spare time, Silverman spent almost as many years bringing his product to the public as the Israelites spent getting to the Land of Milk and Honey. The Silvermans and Gantwerker are now principals in Foodman.

"Most Passover breakfast products are so bland that the box tastes better than what's inside," says Silverman. "So I experimented until I perfected a delicious and nutritious matzo-based granola." The recent award confirms Foodman's faith in Matzolah, Silverman says. It is made with Streit's matzos and Streit's will also be packaging the product for Foodman and distributing it to grocery stores. It is the first of several products Foodman is planning that will be natural and matzo-based for Passover and year-round.



Matzolah will be for sale online, in supermarkets, natural product stores, to religious organizations and food service companies. The Foodman company literature says "Matzolah is 'The Trail Mix of the Exodus' and frees people from the bondage of boring meals." Apparently, Kosherfest competition judges agreed.

Matzolah will be for sale online at www.FoodmanNosh.com

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