



FOR IMMEDIATE RELEASE

March 12, 2014

Contact: Wayne Silverman, President, Foodman LLC

wayne@FoodmanNosh.com

404-343-1325

Gluten Free Matzolah®: A 'Godsend' for Passover

New Cranberry Orange Variety Addresses Allergens, Extends Foodman's Kosher Product Line

DECATUR, Ga. – March 12, 2014 – Continuing to modernize the kosher food sector through innovative and healthful foods, Foodman™ recently introduced Gluten Free Cranberry Orange Matzolah to its line of award-winning, all natural kosher granola. For those with celiac disease or non-celiac gluten sensitivity, enjoying certified gluten-free Foodman's Matzolah is important, especially during the eight days of the most food-challenged of Jewish holidays, Passover.

"Nutritionists estimate that one in 135 Americans have celiac disease, which is common among Jews, and several other ethnic groups," says Foodman's CEO Wayne Silverman.¹ "This can be particularly challenging during Passover, when wheat-based matzo products are a staple."

Silverman adds that about 10% of the U.S. population is gluten intolerant. "People now have a delicious option with Gluten Free Cranberry Orange Matzolah, which is also nut-free," says Silverman. "Gluten-free customers and those with nut allergies tell us it's a Godsend."

Foodman's Original Maple Nut, Whole Wheat Maple Nut, and Gluten Free Cranberry Orange Matzolah are now available at grocery chains nationwide including Kroger, Whole Foods, Safeway, Publix, ShopRite, Wegman's, and small specialty food stores. All varieties can always be ordered from the company's website when not available locally.

Foodman, a company headquartered in Decatur, Georgia, has received national recognition since it began operations in 2012. Original Maple Nut Matzolah was awarded Best Passover Product at Koshersfest 2012. Joy of Kosher with Jamie Geller awarded Matzolah its 2013 Best of Kosher prize, and New York Food Review Magazine named all three varieties of Matzolah its 2014 Best Healthy Product of the year. For more information visit www.FoodmanNosh.com.

#

¹ Results from "The Widening Spectrum of Celiac Disease" in The American Journal of Clinical Nutrition.



Foodman, LLC • 150 Mead Road • Decatur, Georgia 30030
404-343-1325 • www.FoodmanNosh.com • info@FoodmanNosh.com