

For Immediate Release

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Madyson's Marshmallows will premier new packaging & new lower pricing at booth #2345 of the 2013 Summer Fancy Food Show June 30-July 2!

New York (June 24, 2013) **Madyson's Marshmallows**, an artisan producer of hand-crafted marshmallows, is showcasing new packaging on two popular products at the upcoming Fancy Food Show.



"We are excited to be back at the Fancy Food show this year sharing a new look on both the Chip Fluffs and the MaddyMelts. We've transitioned to packaging that's both friendly for the environment and yet, eye-catching as ever for consumers. With our new packaging design, we are really highlighting the craftsmanship of our product and the story behind Madyson's Marshmallows. As an added benefit, the new cardboard packaging has allowed us to lower our retail price point and wholesale costing.

- Brian Wetzel, Co-Owner

You'll find packaging changes on the following two items:

- **MaddyMelts** – the original marshmallow beverage topper! This is a vanilla bean gourmet marshmallow disc that sits perfectly on top of your warm beverage. Perfectly sized for your to-go cup and individually wrapped.
- **Madyson's Chip Fluffs** – These hand-crafted vanilla bean marshmallow are packed with chocolate chips, peanut butter chips or toffee chips. With the chocolate **INSIDE** the marshmallow, these indulgent treats are delightful just the way they are. You can also roast them to warm the creamy marshmallow and the sweet chocolate together for the ultimate campfire roasting experience.

About Madyson's Marshmallows

Madyson's Marshmallows, a family owned company from the Pacific Northwest, began with a child's sweet curiosity. These marshmallows are typically gluten free, non-fat or low-fat and are made with high quality ingredients like pure cane sugar, real vanilla and kosher gelatin.

Over the past year, Madyson's Marshmallows welcomed press opportunities at both the local and national level with inclusion in publications by The Tacoma News Tribune, Specialty Coffee Retailer Magazine and Specialty Food Magazine, to name a few. Owner and CEO, Breeze Wetzel, was also featured as a top-100 national finalist in the Martha Stewart American Made Awards!

Madyson's Marshmallows are sold direct nationwide to gourmet food, specialty and high-end markets, coffee houses and gift shops. UPS Ground shipping FOB Sumner, WA.

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