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See Olive Sandwiches at:  
The New York Gift Show  
Eastern Sales Associates – Booth 1162-1170

**For Immediate Release**

## Olive Sandwiches Adds Six New Christmas Designs to the “Sassy Bite” Family of Organic Chocolate Bars

Gig Harbor, WA – August 13, 2008: Olive Sandwiches is pleased to announce the addition of six new Christmas-themed organic chocolate bar designs to our Sassy Bite product line.

The Sassy Bite family was first introduced in July 2008 at the Atlanta, Los Angeles and Chicago gift shows, with a very positive response to the initial ten designs. By combining the well-known Olive Sandwiches brand of retro-images and women-oriented humor with specially prepared organic chocolate flavors, the Sassy Bite series has “taken edgy taste to a whole new level.”

Each Sassy Bite bar contains 1.25 ounces of fine organic chocolate with a variety of flavors that match the humor on the wrapper, ranging from timeless favorites such as milk chocolate to exciting new mixes such as “Hot Habanero Mandarin Espresso”. The new Christmas chocolates offer flavors such as Peppermint Dark Chocolate, Dark Coconut Almond, Mint Milk Chocolate, and Gingerbread Pecan Dark Chocolate.

According to Jim Hunt, Managing Partner for Olive Sandwiches, “We’ve been extremely pleased with the market response to the Sassy Bite organic chocolate bar line, from both retailers and our end customers. With a growing number of women (and men) already enjoying Olive Sandwiches’ brand of humor, there is a built-in appetite for new products – and the chocolates have been a big hit by satisfying that hunger. In addition, these newest Sassy Bite Christmas designs will make great stocking-stuffers and party favors for the holidays.”

All Olive Sandwiches products are the artistic creations of Nancy Rider Hunt and are available in more than 2000 stores throughout North America, as well as online at [www.olivesandwiches.com](http://www.olivesandwiches.com).

### **About Olive Sandwiches:**

Since its inception in 2004, Olive Sandwiches has been one of the fastest growing greeting card companies in the industry, with our products now offered in over 2000 stores throughout North America, as well as distributed in the United Kingdom, Australia and New Zealand. The company currently offers more than 250 designs on cards and fridge magnets; and has steadily expanded the product family to include, notebooks, notepads, key chains, kitchen linens, and bath salts. Through licensing arrangements, Olive Sandwiches designs are also available on mugs, liquor flasks, glassware, thermos’, aprons, coasters and a variety of other items.

### **For More Information**

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