

Chicken Soup for the Soul to Launch Line of Delicious, Nutritious Comfort Foods

Comfort Food Line to Begin with Soups, Followed by Full Range of Favorites

COS COB, Conn., (August 23, 2012) – Chicken Soup for the Soul, the famous book publisher and world leader in life improvement, inspiration and wellness, has created a line of nutritious, quality comfort foods that will soon be available in supermarkets and food retailers across the country.

Chicken Soup for the Soul Foods will launch its national line of comfort foods in early 2013, beginning with soups. Inspired by real people and their stories about food, family, and feelings, the line will expand quickly in 2013 and 2014 to include a full range of more than 100 comfort food products in a variety of different categories. Perfect for singles or busy families, many items will offer convenient ways to shorten meal prep time and serve delicious meals in minutes, such as gravies, broths and meal starters that can be used to start a variety of different meals, including pot pies, casseroles and stews. All items in the food line will also be designed with today's health-conscious consumer in mind.

“With hundreds of millions of books in print, which have been sold in more than 100 countries, our worldwide group of readers and fans know that the ‘Chicken Soup for the Soul’ name represents a trusted and familiar source for stories and products that resonate and inspire,” said Bill Rouhana, chief executive officer of Chicken Soup for the Soul. “Meal times play such an important role in living a well-balanced life that our readers and fans have asked us for years to launch a food line. By creating [a line of delicious comfort foods that warm the heart and nourish the soul](#), we are providing yet another way that we can always be there to care for and support our community.”

Launching the line will be seven soups, led by iconic Chicken Noodle, made with tender chunks of chicken, egg noodles and vegetables in a signature broth. Other varieties will include traditional favorites such as

Chicken and Rice, Creamy Tomato, and Mushroom Barley, as well as unique blends including Country Style Squash, Sweet Corn and Chipotle, and Hearty Black Bean. The initial soups will be available in 15 oz and 24 oz reusable and recyclable traditional glass mason jars.



Chicken Soup for the Soul Foods is a partnership of Chicken Soup for the Soul Publishing, LLC, and Daymon Worldwide, a full-service, global retail branding and sourcing company that works directly with the world's leading suppliers and retailers.

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“To achieve our goal of creating a new kind of comfort food that is both delicious and nutritious, we followed our usual practice of seeking a world class partner that has deep knowledge of all aspects of its industry. Daymon’s extensive network of supplier partners and understanding of the needs of grocery retailers made it the perfect partner for us on this mission,” said Rouhana.

“Bringing specialty brands to market is part of Daymon’s commitment to helping our suppliers and retailers grow,” said Carla Cooper, chief executive officer of Daymon Worldwide. “One of our goals is to generate new opportunities for suppliers across a wide variety of categories, and innovative products and brands will do just that. For retailers, adding these brands to the assortment enhances key categories and can help drive store traffic. With strong consumer awareness and established brand loyalty, specialty brands, like Chicken Soup for the Soul, are poised for immediate success.”

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About Chicken Soup for the Soul Foods:

Established in July 2012, Chicken Soup for the Soul Foods is a partnership of Chicken Soup for the Soul Publishing, LLC, the owner of the iconic brand known by more than 88 percent of adults in the United States, and Daymon Worldwide, the global retail branding and sourcing leader. With a full line of comfort foods that warm the heart and nourish the soul, Chicken Soup for the Soul Foods will include a variety of products that are inspired by real people and their stories about food, family, and feelings to provide today’s health-conscious families with quality, wholesome meals. Many items in the product line will offer convenient ways to shorten meal prep time and serve delicious meals in minutes.

About Daymon Worldwide:

Daymon Worldwide is the only full-service, global retail branding and sourcing partner. Daymon works directly with the world’s leading suppliers and retailers to drive sales and profitable growth through customized brand-building and sourcing solutions. The company’s expertise includes branding & strategy, insights & measurement, private brand development, and shopper marketing. Founded in 1970, today Daymon has 22,000 associates worldwide, with offices in over 20 countries on six continents. For more information, visit www.daymon.com.

About Chicken Soup for the Soul Publishing, LLC:

Chicken Soup for the Soul Publishing, LLC is best known for publishing the book series of the same name. Since 1993, books in the Chicken Soup for the Soul series have sold more than 100 million copies in the U.S. and Canada alone. Chicken Soup for the Soul titles have been sold in more than 100 countries and translated into more than 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous brand to high-quality licensees. The company is currently implementing a plan to expand into all media including a daily talk show, TV specials, a major motion picture, and rapidly expanding digital offerings dedicated to life improvement, emotional support, inspiration, and wellness. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information, visit www.chickensoup.com.

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