



RULE BREAKER SNACKS ANNOUNCES SWEET REASON FOR CELEBRATION; INTRODUCES NEW BIRTHDAY CAKE FLAVOR TREATS

Defiantly delicious bean-based vegan snack satisfies without the guilt

NEW YORK, NY, USA, April 5, 2018 /EINPresswire.com/ -- April 5, 2018 – Rule Breaker Snacks®, maker of innovative vegan bean-based sweet snacks, announces the launch of Birthday Cake flavor treats. Birthday Cake offers a fun and festive take on traditional classic birthday cake flavor, studded with white chocolate and topped with sprinkles. The new flavor joins original Rule Breaker Snacks Deep Chocolate Brownies and Chocolate Chunk Blondies as delicious, decadent guilt-free treats.

All Rule Breaker Snacks products harness the power of beans along with other wholesome ingredients to create truly delicious, indulgent and guilt-free goodies. Chickpeas (garbanzo beans) are the first ingredient in all flavors. Perfect for anyone looking for a treat they feel better about eating, all Rule Breaker snacks are packed with protein and fiber, are lower in sugar and have under 250 calories each. They are also gluten-free, kosher, vegan, nut-free, non-GMO, and free from the top eight allergens.

“We are thrilled to add a delicious new flavor to our line of chickpea snacks,” says Nancy Kalish, founder of Rule Breaker Snacks and a former health journalist. “Everyone loves the taste of a classic birthday cake and now you can enjoy a daily indulgence of this great flavor without the guilt!”

Rule Breaker Snacks are available on [Amazon](https://www.amazon.com/rulebreakersnacks) as well as in select retailers. For more information about Rule Breaker Snacks, please visit [rulebreakersnacks.com](https://www.rulebreakersnacks.com). To stay up to date on other news and information from Rule Breaker Snacks like the company's Facebook page, and follow Rule Breaker Snacks on Twitter and Instagram.



New Rule Breaker Snacks Birthday Cake Sweet Treats available on Amazon

About Rule Breaker Snacks

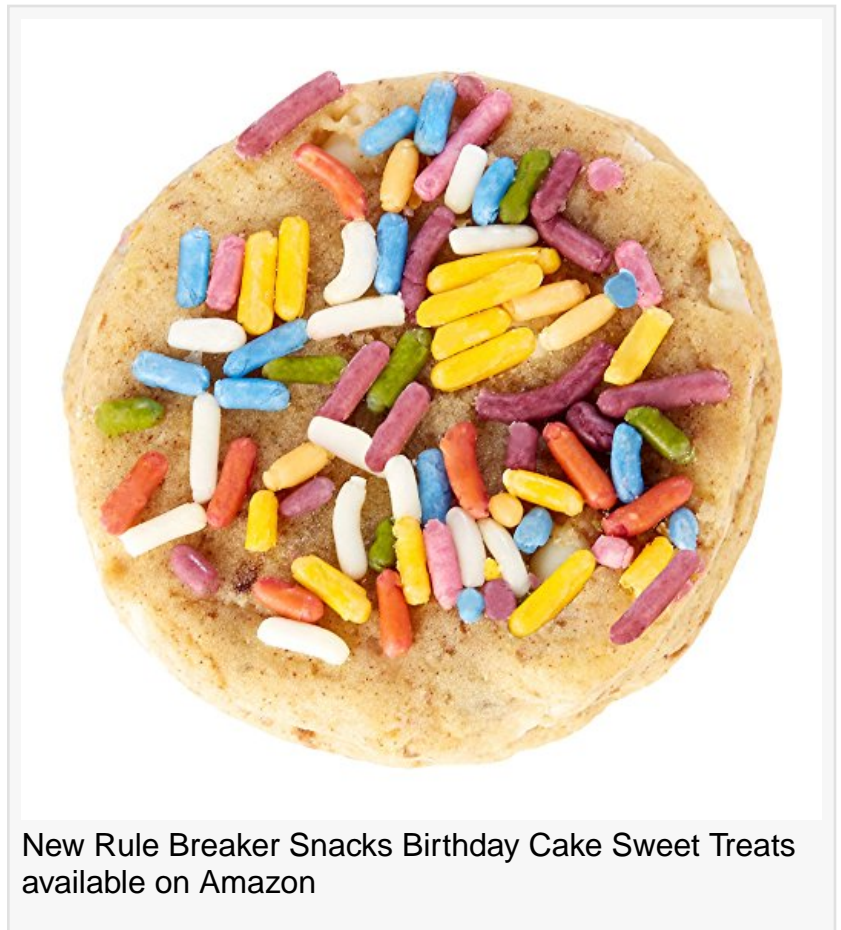
Rule Breaker Snacks® are defiantly delicious bean-based treats. Packed with protein and fiber and lower in sugar, Rule Breaker Snacks are gluten-free, vegan (100% plant-based), non-GMO and free from the top eight allergens. They are available online and at select retail locations. For more information, visit rulebreakersnacks.com.

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Nancy Kalish, founder of Rule Breaker Snacks and a former health journalist



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This press release can be viewed online at: <http://www.einpresswire.com>

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