

Rule Breaker Snacks Marks Third Year, Celebrates Exponential Growth

Maker of Vegan, Top 8 Allergen-Free, Gluten-Free treats continues growth trajectory, eyes niche markets for continued expansion

NEW YORK, NY, USA, September 13, 2018 /EINPresswire.com/ -- Contact: Peggy Kochenbach
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New York, NY – September 13, 2018 – Rule Breaker Snacks®, maker of innovative vegan bean-based treats is celebrating a sweet milestone at Expo East 2018. Just three years ago in 2015 the company burst on to the scene at the same show with Deep Chocolate Brownies and Chocolate Chunk

Blondies that harness the power of beans along with other wholesome ingredients to create truly delicious, indulgent and guilt-free goodies. Over the past three years the company has expanded into new channels, dramatically increased its retail presence and exponentially grown online sales.

The original bean-based brownies and blondies now loved as Rule Breaker Snacks were baked right in the home kitchen of Nancy Kalish, a former health journalist looking for better-tasting, better-for-you sweet treats. They quickly became a favorite with family and friends and then found success with small independent retailers. Just six months after being discovered by Whole Foods Market at that first Expo East they were in 35 locations and haven't looked back. Today, Rule Breaker Snacks are available in over 2000 retail locations nationwide and online sales have skyrocketed, growing nearly 300% in 2018. The brand was also recently featured on QVC and is exploring partnerships with innovative partners in the foodservice space.

Drawing off its success, the company recently introduced two additional flavors to its portfolio, Birthday Cake and nut-free P'Nutter Chocolate Chip treats. All flavors feature chickpeas (garbanzo beans) as the first ingredient, are packed with protein and fiber, and have under 250



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calories each. Perfect for anyone looking for a treat they feel better about eating and giving to their kids, all Rule Breaker snacks are also gluten-free, kosher, vegan, nut-free, non-GMO, and free from the top eight allergens.

"For me this journey began as a way to satisfy my own sweet tooth with something that tasted great but that I wouldn't have to feel guilty about eating," says Nancy Kalish, founder of Rule Breaker Snacks. "It's amazing and humbling to see how much love there is for these products and the loyal fan base that we've built especially within the vegan, gluten-free and food allergy communities. I'm excited to see all that the future holds!"

Rule Breaker Snacks has been featured in high-level media and has also collected an impressive list of awards as it's grown. At Expo East 2016 the brand won a prestigious NEXTY Award for best new dessert and the new Birthday Cake treats are a finalist for the NEXTY Awards again this year. The new Birthday Cake blondies also won a coveted Veg News Best of Show Award for Best New Vegan Product at Expo West earlier this year.

For more information about Rule Breaker Snacks, please visit 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.

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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