

Sensible Snacking is Made Easy with the Launch of Three New Flavorful Products

Sensible Portions® Introduces Healthier Alternatives to Satisfy Every Craving

NEW YORK, March 9 /PRNewswire/ -- **Sensible Portions®** announces the release of three innovative guilt-free snacks designed to satisfy every craving, without sacrificing great taste. Sensible Portions®, the next generation in unique, better-for-you snacks is introducing new, flavorful products such as **Miner's Gold**, **Potato Straws** and **Apple Straws**. Each is designed for the lifestyle demands of those who want to snack sensibly, anytime, anywhere.

Sensible Portions conveniently provides portion control seals or "**Sensible Suggestions**" on the back of each bag. The serving-size label features a number that identifies the portion for each serving. An outer circle around the number identifies what is sensible about the product, whether it's cholesterol-free, all-natural, gluten free or contains no Trans fat. The Sensible Seal makes snacking in a controlled serving easy with party and family size bags too.

"We focus on the consumer's needs and wants to create the perfect balance between taste, value, and nutrition," says Jason Cohen, President. "Sensible Portions is excited about the success of the products that we've launched to date and are thrilled to be introducing these new products into the market."

Sensible Portions® **Miner's Gold** are all natural white cheddar puffs made with gluten free ingredients such as corn meal, rice flour and rich white cheddar cheese. These golden, cheesy delights are baked, not fried, and are 50 percent less fat than the leading potato chip. Named *Miner's Gold* for a reason, the golden secret to this snack is in the white cheddar taste.

Sensible Portions® fresh and crunchy **Apple Straws** are perfectly seasoned with cinnamon. Shaped like a straw, not only are they fun to eat but ideal for satisfying your sweet tooth in a sensible way. **Potato Straws**, another new addition to the Sensible Portion brand, have 30 percent less fat than the average chip, but still contain the rich, delicious flavor. Available in five flavors including Original Sea Salt, Salt & Vinegar, Smooth Cheddar, Sweet BBQ and Salt & Pepper, each flavor profile is seasoned to perfection.

The new Sensible Portions® products will be featured at the **Natural Products Expo West**, one of the premier events for the natural, organic and healthy products industry, taking place between **March 12th -March 14th** (booth #3489) in Anaheim, CA at the Anaheim Convention Center. Bill Germanakos, the season four champion of NBC's hit show *The Biggest Loser®*, will be signing headshots at the Sensible Portions booth on Friday between 2-4pm and on Saturday between 12-2pm. Bill has maintained his weight loss since the show by exercising, eating balanced meals, and snacking sensibly with Sensible Portions products.

Sensible Portions great tasting, better-for-you products are available nationally at a variety of club retailers and supermarkets. For more information, visit www.sensibleportions.com.

About Sensible Portions®

World Gourmet Marketing, LLC has been developing and marketing gourmet snacks since 2002. Produced under the company's premier brand Sensible Portions®, World Gourmet products include all-natural and lower-calorie snacks such as Veggie Straws, Potato Straws, Apple Straws, Miner's Gold, Pita Bites, and Multi Grain Crisps. Available internationally, products are marketed under World Gourmet and Sensible Portions® brands and are sold through grocery, deli, warehouse club, vending and other channels of distribution.

SOURCE Sensible Portions