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Cupcakes are so 2005

Brownies Poised to Knock Cupcakes off the Cake Stand!

March 20, 2006 / Chandler, AZ / Brownies are the new cupcake; the *it* dessert for 2006. Godiva has introduced a brownie, Vosges just released two, but one brownie company has been popping up all over: From the 2005 Emmys gift basket to a private United Nations event, award-winning Fairytale Brownies was one of the first kids on the block, established in 1992. Fairytale Brownies defines the true brownie, perhaps because they're made with no preservatives from a home-made, generations-old recipe.

The Fairytale Brownies Original flavor brownie features the cakey bottom, rich, fudgy center, and light flaky top the way grandma baked them (if you were lucky enough to have a grandmother that baked brownies). Made with fresh, all-natural ingredients and rich, dark Callebaut Belgian chocolate, Fairytale Brownies are a gourmet take on an all-American favorite. Fairytale offers a dozen flavor variations, such as Toffee Crunch, Raspberry Swirl, and Caramel, and three sizes, Original, Sprites (half size), and Magic Morsels (bite size).

And for truly guiltless indulgence, Fairytale Magic Morsels brownies are available in Sugar Free.



With so many mouthwatering brownie choices, it's amazing that people ever got so worked up over cupcakes!

Fairytale Brownies was founded in 1992 in Phoenix, AZ by childhood friends Eileen Spitalny and David Kravetz. Each batch is handcrafted from gourmet Callebaut dark Belgian chocolate and individually wrapped to guarantee maximum freshness. Fairytale Brownies can be shipped worldwide, gift packaging is available for all occasions, and every product is certified kosher. They can be found online at www.brownies.com or over the phone at 800-FAIRYTALE.

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