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NEW SEASONAL BROWNIE FLAVOR AND BITE-SIZE BLONDIES HIGHLIGHT FALL OFFERINGS

PHOENIX, Ariz. – June 11, 2020 – Fairytale Brownies wants to sweeten autumn 2020 with the introduction of a new seasonal brownie flavor, bite-size blondies, and new holiday packaging designs.

A traditional holiday treat gets a chilly winter twist with the new **Candy Cane Crunch Sprite**. This decadent snack-size brownie baked with Belgian dark chocolate is infused with pure peppermint oil, drizzled with silky white chocolate icing, and topped with a festive layer of crunchy red and white sugar crystals. The brownies are wrapped in a bright red foil for the holidays.

"Each bite is a taste of pure winter enchantment," Fairytale Brownies co-founder Eileen Spitalny said, "Our Candy Cane Crunch is something different from the pumpkin norm. It's a yummy, crunchy, refreshing treat."



NEW! Candy Cane Crunch Sprite available Sept. 1.

Bite-size treats are the trend. Why eliminate snack time or dessert when you can just sample something small? Beginning Sept. 1, **Magic Morsel Blondies** will be available in four bite-size flavors - Chocolate Chip, Cheesecake Swirl, Cinnamon Crumb, and Raspberry White Chocolate. Baked with dark brown sugar and pure vanilla extract, the 1.5" x 1.5" Magic Morsel Blondies are soft, fluffy, delicious, and only 90 - 120 calories each.

Keeping Fairytale packaging bold and fresh, the company's new **Holiday Cheer** designs are playful, vibrant, and magical. Starry lights glow with all the joy and wonder of the holiday season in green, blue, red, and gold. **Happy Holidays** gifts boast winter elegance in purples, blues, and turquoise with swirls of sophisticated snow flurries.

Product images will be available for request on July 1; product samples will be available Sept. 1.

About Fairytale Brownies: Fairytale Brownies is a mail order brownie company whose mission has been to spread joy and simplify gift giving since 1992. Every batch is baked by hand using a secret family recipe. Each brownie, cookie and blondie is individually wrapped and certified kosher for dairy. Fairytale Brownies gifts are shipped worldwide. Fairytale has been supporting play with nonprofit partner KABOOM! since 2001. brownies.com