

**For Immediate Release**



## **Q.bel® Selects BullsEye PR as Agency of Record**

*BullsEye to Promote All-Natural Line of Chocolate Wafer Bars and Rolls*

(New York, NY) –January 4, 2010 – New York-based BullsEye Public Relations has been chosen by Q.bel Foods LLC as that company’s newest agency of record (AOR). BullsEye will mount an aggressive media relations campaign to heighten consumer awareness of the Q.bel line and to promote the company’s upcoming release of two new varieties of all-natural chocolate wafer bars—“Double Dark Chocolate 70%” (vegan), and “Mint Dark Chocolate”.

“Q.bel’s dedication to taste and quality was apparent from the moment we sampled these delicious chocolates. BullsEye is proud to welcome them to our family of outstanding brands—brands that have mastered the art of achieving maximum flavor while utilizing only pure, all-natural ingredients,” said John Rarrick, co-founder and president at BullsEye PR.

Q.bel is available nationwide in all Whole Foods Markets and many specialty stores and retails for \$1.29-\$1.59. For more information about Q.bel, visit [www.QbelFoods.com](http://www.QbelFoods.com) or follow them on Twitter at [www.twitter.com/QbelChocolate](http://www.twitter.com/QbelChocolate).

### **About BullsEye Public Relations**

New York-based BullsEye Public Relations specializes in securing high profile media placement and developing brand strategy campaigns for companies in the food and beverage, entertainment, sports, health and wellness, and consumer packaged goods industries. BullsEye PR also produces award winning audio and video podcasts, and through its subsidiary, BullsEye Productions, creates cutting-edge television content. To learn why BullsEye PR is “The Cure For The Common Brand”, visit [www.BullsEyePR.com](http://www.BullsEyePR.com).

### **About Q.bel**

Since January 2009, Nyack, NY-based Q.bel Foods has been making healthy indulgences for consumers looking to satisfy their chocolate craving without all the high-fructose corn syrup, preservatives, artificial colors, flavors and hydrogenated oils found in most mass produced candy. The company's mantra, printed on every package, is: "Be True. Be Honest. Be Good.", and is Q.bel's commitment to making the world's best tasting chocolate candy bars. Learn more at [www.QbelFoods.com](http://www.QbelFoods.com).

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