

For Immediate Release

PLANE FARE: SONNY & JOE'S HUMMUS SALES SOAR...INTO THE SKIES
Sonny & Joe's Offered on El-Al, KLM, and Other International Flights

Brooklyn, NY—**Sonny & Joe's Hummus**, the newest, creamy blend of hummus to hit the gourmet market is flying high as the hummus of choice on international airlines including El-Al and KLM. Passengers are treated to a 2-ounce container of Sonny & Joe's, vegetables and crackers. Sonny & Joe's hummus was chosen above all other hummus brands for its subtle notes of herbs and spices and overall fresher, more sophisticated taste.

Made of ground chickpeas with oil and other spices, hummus is protein-rich and naturally low in fat and calories. Besides excellent consistency and mouth feel, great taste and cunning details give the Sonny & Joe line, which exemplifies the largest New York City borough, a taste of nostalgia with just the right amount of Brooklyn style.

Named for its founders, who started selling appetizing specialties from pushcarts in the Williamsburg section of Brooklyn, the current offerings reflect old time goodness with the haute cuisine exemplified by today's Brooklyn. A new entry into the product category, that in 2008 did \$214 million in sales, **Sonny & Joe's Hummus** is available in 10 and 16-ounce containers and with a colorful and delicious selection of garnishes.

For those not airborne, word on the new **Sonny & Joe's Hummus**, available at Zabars and Barzini's Markets in New York; The Food Emporium; Krogers in Atlanta; select ShopRite stores and Sickle's Market in New Jersey; and Carmine's in West Palm Beach, Florida; Super Target and Bi-Lo's, is spreading, as the product makes its way to Boca and beyond. Sonny & Joe's Hummus contains the freshest and finest ingredients, flavored with exotic spices, and is available in many varieties, including Just Hummus; Hot Enough Hummus (with Hot Peppers); Hummus Pinoli (with Pine Nuts); Hummus Galilee (with Galilee Olives); and Garlic Addiction (with Bits of Minced Garlic). Also available, is a velvety fresh roasted eggplant Babaganoush.

EDITORS: For more information on Sonny & Joe's Hummus, or to obtain samples, contact Judith Lederman – JudySL@aol.com; @JudySL (Twitter) or 914-589-4990 (mobile).