



## Newcomer to Kosherfest, Zelda's Sweet Shoppe, Winner of Awards and Compliments

by Sarah Cohen

New York, NY, 11/17/2008 – When a rookie wins the triple crown and then some, it certainly creates a stir. Such was the case at this year's Kosherfest when newcomer Zelda's Sweet Shoppe took home four awards in four different categories in the show's coveted New Product Competition. Zelda's won the top honor with its Best in Show award for its Southern Pecan Pie. This sweet dessert, with a hand formed crust, high quality nuts and Belgian dark chocolate, was also the winner of the Best New Dessert, Candy, Cookie or Cracker category.

Along with these impressive wins, Zelda's Sweet Shoppe was also the winner of the Best Packaging/Design award with the Bark, Brittles and Toffee Series as well as winner of the Best Snack Food with Zelda's Caramel Corn Series.

Lindsay Martinko, Vice President of Zelda's Sweet Shoppe, was ecstatic over the recognition, noting that "since our win, we have received many calls from interested distributors and customer." Martinko explains that Kosherfest is the first big trade show that Zelda's has ever participated in and that it had definitely been a successful show.

"It is an honor to be part of Kosherfest and have our products so well received by the public,"



*Zelda's award winning Southern Pecan Pie.*

said Martinko. "Kosherfest has given us a lot of recognition and possibilities to expand into the east coast markets."

Martinko hopes to be available in the east coast markets in the near future. Currently, Zelda's products are sold in the midwest at Jewel grocery stores as well as at their retail store in Skokie, Illinois, or on their website, [www.zeldas.net](http://www.zeldas.net).