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**Sonny & Joe's Introduces Original Hummus Flavors:
Legendary Brand Lineup Hits the Shelves**

Brooklyn, NY, January, 2010—**Sonny & Joe's**, a unique brand born and bred in Brooklyn – announces its line of hummus, spreads and dips. The nearly centennial family business has unveiled Brooklyn's hidden secret, sharing an array of hummus stoked with extraordinary flavor and creamy texture, among foodies nationwide.

“We are thrilled to be bringing the taste and excitement of Sonny & Joe's to supermarket and gourmet shops,” states Pahzeet Liebermann, Director of Marketing, **Sonny & Joe's**. “Consumers have discerning tastes and are noticing the difference. We're very proud and pleased by the reviews that are rolling in.”

Sonny & Joe's hummus is made of finely ground Turkish chickpeas blended in micro-batches with authentic stone-ground sesame Tehini, Chilean garlic, Galilee olives, Mexican Jalapenos and spices from the markets of Europe and Asia. The taste reflects the extra care in preparing ingredients, longer cooking time to “marry” the flavors, finer blending process to create smoother texture, creating a protein-rich dip, appetizer, side dish, recipe ingredient and sandwich spread. There are many varieties to choose from, and the spice and vegetable combinations in **Sonny & Joe's** are actually blended directly into the Hummus, giving each variety a unique and delicious flavor.

Sonny & Joe's Hummus assortment includes:

Just Hummus – the most popular variety, a creamy blend of ground chickpeas, tehini and our special seasoning mix that makes for ideal dipping, spreading and, when added to ordinary recipes, brings exotic flair to the meal.

Hot Enough Hummus (with Hot Peppers) – Three piquant pepper varieties combine with tomato to make this, our spiciest Hummus variety the zingy centerpiece for any party, from Superbowl to elegant soiree.

Hummus Pinoli (with Pine Nuts) – Whole pine nuts, roasted red peppers and parsley add tasty and attractive garnish to the piquant Hummus blend.

Hummus Galilee (with Galilee Olives) – Chunks of savory black and green olives compliment the flavor mix of tehini, spices and creamy Hummus.

Garlic Addiction (with Bits of Minced Garlic) – Tiny bits of minced garlic turns this Hummus into fare with flavor– creating instant “garlic bread” atop baguette or doughy pita.

Hummus with Toasted Sesame (with Toasted Sesame) – for tehini-lovers, toasted sesame is the flavor that permeates the creamy mixture and add subtle but distinct sesame crunch.

Red Pepper Hummus (with Roasted Red Pepper) – The smoky taste of roasted red peppers and spices create a subtle and tasty Hummus variety.

Jalapeno Hummus (with Jalapenos) – Spicy with just enough zing, this hummus features whole chickpeas along with chopped Jalapenos.

Buffalo Hummus (Hummus with Buffalo-style Hot Sauce) – Sophisticated is the word on S&J’s newest Buffalo variety, flavored with hot sauce and garnished with whole chickpeas. The perfect dip for spicy wings, deli slices and chicken fingers.

And Pickles Too!

Once upon a time, in the heart of Brooklyn, Sonny & Joe took to the streets of Williamsburg, Brooklyn, with a pushcart full of their homemade barrel-cured pickles, made from their traditional European recipe. Today, that very recipe is being used for Sonny & Joe’s pickles, sour and half sour, available in a charming plastic bucket in refrigerator sections nationwide. The 32-ounce plastic barrels contain about 10 pickles each and are available in half-sour and sour versions.

Sonny & Joe’s products are available at Zabars and Barzini’s Markets in New York; Krogers in Atlanta; select ShopRite stores and Sickle’s Market in New Jersey; and Carmine’s in West Palm Beach, Florida, **EDITORS: FOR PRODUCT INFORMATION OR SAMPLES**, contact Judith Lederman, PR Manager, Sonny & Joe’s, JudySL@aol.com or 914-589-4990.

SALES INQUIRIES should be directed to 718-821-1970, ext. 220.

ABOUT SONNY & JOE’S

Sonny & Joe’s is named for its founders who got their start selling appetizing specialties from pushcarts in the Williamsburg section of Brooklyn in the early 1900’s. Besides its line of traditional hummus products and dips, Sonny & Joe’s also sells sour and half-sour barrel-cured pickles. The company is based in Brooklyn, just blocks away from where the original pushcart first stood. The current offerings reflect old time goodness with the upscale taste of today’s Brooklyn. The affordable and nutritious burgeoning hummus product category, that in 2008 earned \$214 million in sales, has continued to grow in 2009. New additions are continuously making their way into the **Sonny & Joe’s** product line, available in 10 and 16-ounce containers and with a colorful and delicious selection of garnishes. And a Brooklyn “Bonus” – under each lid of Sonny & Joe’s Hummus is a Brooklyn fact for customers to savor along with the trendy taste.