



NEWS RELEASE

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“Happy, Healthy and (W)holesome” specialty foods create a new life for its founder

New York, July 12, 2017 -- Paul Siegel is one New York area entrepreneur who knows how to turn lemons into lemonade. Or, more accurately, convert the pain of an acrimonious divorce into a specialty produce-oriented food business with a Happy, Healthy and (W)holesome product..., and message.

Paul’s Perky Produce was born in a home kitchen when Paul, the head chef of a recent start-up, was going through a divorce and began pickling produce as a distraction to retain his remarkable sense of humor and health.

“If it moved, I pickled it. Cucumbers; tomatoes; string beans; corn; and, more. I gave them away to everyone who even hinted they were a foodie. And, the feedback was (rather surprisingly) fantastic. As fast as I created them and gave them away, friends asked for more, and so jokingly I began to think of myself as a “Master Pickler.” For a good laugh, I created labels with ‘Paul’s Pickled Produce’ on the front, and a rudimentary design.

But, after I began to make apple sauces for the holidays, it was pretty clear that my apple sauces weren’t going to fit well with the labels about pickling, and thus a few alliterations later I landed on ‘Paul’s Perky Produce.’”

With a keen sense of wit, Paul also coined the company tag line based on how the process of cooking made him feel:

Happy, Healthy and (W)holesome.

With that wit and a desire to create unique sauces, salsas, marinades, rubs, jams, dressings, dips, and mashes (a phrase Paul uses simply because it sounds interesting), Paul’s Perky Produce was born. So, too, was Paul’s plan to put a smile on customer faces because of the quality and exceptionality of his product flavors, textures and aromas, the unique combinations of produce, and the clever product names. Paying homage to the clever product names from the likes of Ben & Jerry’s ice cream (and their farm in Vermont, where Paul and friends took regular pilgrimages in their youth), fun salsas were created, including:

- ❖ Mango Ginger Salsa
- ❖ Kiwi Pineapple Aloha-ha-ha-ha Salsa



❖ Jimmy Crack Corn Salsa

As were several tangy BBQ sauces, reminding us of Paul's current home in New Jersey:

- ❖ Jersey Badda Bing Badda Boom BBQ Sauce (Medium)
- ❖ Jersey Man-up... Man Down(!) BBQ Sauce (Hotter)
- ❖ Jersey Sweet Habanero Pepper BBQ Sauce (Hot and Sweet: Like You!)

Apple sauces with other fun names, are also part of the mix:

- ❖ Honey Brown Apple Sauce
- ❖ Pearalicious Apple Sauce
- ❖ Very (Chuck) Berry Apple Sauce

According to Paul, he is on a mission to create great food, and while doing that eliminate parental alienation: the all-to-prevalent estrangement of a child from a parent in some divorcing families that causes enormous pain for both parents and children, alike. In fact, Paul's Perky Produce donates 10% of all profits to major national not-for-profit organizations focused on preventing and solving the Parental Alienation Syndrome crisis, which separates loving parents from their children, and greatly harms the lives of those children for many years. For more information about the donations and how to get involved, visit: <http://www.paulsperkyproduce.com/donations>.

Paul was born in Brooklyn, grew up in Queens and Great Neck, went to school in Philadelphia, lived in Manhattan, and now lives in Englewood, New Jersey.

Paul's Perky Produce can be found on store specialty and gourmet shops and sections of many stores, including in the Greater New York Area (e.g. Brooklyn's Sahadi's, New Jersey's Jerry's Gourmet and Giant Markets), and now on Amazon Prime. Consumers can expect some new additions to the Happy, Healthy and (W)holesome family, soon. All of the Paul's Perky Produce are made gluten-free; without any artificial additives; without any preservatives; Non-GMO; and, low sodium, carbohydrates, cholesterol, saturated fat and trans fat.

For more information about Paul's Perky Produce, including media inquiries, contact us at:

Contact: Mr. Paul Siegel
Telephone: 646-206-4808
Facsimile: 866-707-1160
Email: media@paulsperkyproduce.com

Paul's Perky Produce
1460 Broadway
New York, New York 10036

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