

Press Release

July 24, 2003

THE NEWEST CONCEPT IN GOURMET BAKLAVA

PHOENICIA® patisserie NASFT Finalist, OUTSTANDING NEW PRODUCT 2002
Introduces The Newest Concept in Gourmet Baklava.

At the 49th annual Summer Fancy Foods show in New York, **PHOENICIA® patisserie** launched new packaging addressing two additional segments of the gourmet market.

- **BaklaBites™** a three-piece bar in a countertop POS (Point of sale) display-box, with an attractive retail price, designed for impulse sales. A unique product never thought of before for the simple reason, Baklava has never before been a shelf-stable gourmet item.

This new way of packaging our Mediterranean pastries, helps drive the sales of our award winning, tastefully designed gift boxes and is suitable for coffee shops, supermarket bakery counters, candy stores, delis, corner markets, the list is endless.

- **Food Service**, a bulk case consisting of two boxes, each containing a single variety, Pine Nut diamonds and Pistachio Nut rolls, perfect for Catering, Restaurants, Bakery counters etc., to be sold by the weight or by the piece. A product designed for distribution through the food service channels of our industry.

At the Focused Exhibits Showcase, during the Fancy Foods show in New York, we featured our products in three categories, WHATS NEW, GIFT AVENUE, and FOOD SERVICE SPOKEN HERE. The response has been enormous.

The Gourmet Retailer voted **PHOENICIA® patisserie** Pick Of The Isle, at the Summer Fancy Foods Show and will publish this announcement in the September 2003 issue.

On Nov. 27th 2002, Florence Fabricant of The New York Times, Wrote in the Dine-In section, an article featuring **PHOENICIA® patisserie** titled "From Lebanon With Love But Way Less Sticky". Read the article by visiting our web site at www.phoenciainternational.com. This article helped our momentum in sales for fourth quarter 2002.

In the April 2003 issue of Bon Appetit magazine, Gina Provenzano featured **PHOENICIA® patisserie** in the Bon Vivant section. Phone calls poured in which has helped us expand our direct retail and mail order sales.

We at **PHOENICIA® patisserie** look ahead to a bright future, achieving success with the help of our broker organizations, distributors and retailers across the country and beyond.

For order information, suggestions or feedback, please contact us directly at our toll free number 866-5PASTRY (866-572-7879), 817-261-2898, Fax 817-274-3942.

Email amerhamedi@phoeniciainternational.com

Visit our web site at [http:// www.phoeniciainternational.com](http://www.phoeniciainternational.com).