



GoPicnic's Simply Delicious Holiday Gift Box to Appear on QVC

Overflowing with 16 gourmet sweet and savory snacks great for gift-giving or entertaining

CHICAGO—December 10, 2013—[GoPicnic®](#), the pioneer and leader in nutritionally balanced, portable and delicious ready-to-eat meals, will debut its Simply Delicious 2013 Holiday Gift Box on [QVC®](#), the world's largest live home shopping network, on Wednesday, Dec. 11, during the [Gourmet Holiday segment](#) beginning at 3 p.m. EST.

[GoPicnic's Simply Delicious Holiday Box](#) features decadent foods that are high in quality, natural and do not require refrigeration, heating, or preparation. The colorful red box and tasty treats make the perfect gift for hard-to-shop-for friends, coworkers or relatives! The Simply Delicious Holiday Gift Box is also great to have on hand for holiday entertaining. The box will be available for purchase, while supplies last, during the on-air segment of the QVC show at 1-888-345-5788 or online at <http://www.qvc.com> for \$44.76 with shipping included. After the show, the Simply Delicious Holiday Gift Box will be available for \$69.99 and free shipping at <http://www.gopicnic.com>. "We're beyond thrilled to feature our Simply Delicious Holiday Gift Box on QVC for the second year in a row," said Julia Stamberger, CEO and president of GoPicnic. "We hand-selected and sourced the top treats and holiday favorites we know consumers will love and bundled them in a gift box perfect for the holidays." The Simply Delicious 2013 Holiday Gift Box features 16 premium products:

Vermont Smoke and Cure® Natural Summer Sausage is an all-natural uncured summer sausage. Produced without any artificial preservatives or sodium nitrate, Vermont Smoke and Cure® Natural Summer Sausage is made of meats raised without antibiotics or hormones. Vermont Smoke and Cure Natural Summer Sausage is lean yet offers full tangy flavors with hints of pepper and mustard.

Sonoma Jacks® Pepper Jack (Dairyfood USA) packs three grams of protein and only 50 calories per wedge. Sonoma Jacks Pepper cheese is 100% all natural and shelf-stable, making it great for on-the-go snacking.

Popcorn, Indiana® Original Kettlecorn means premium snacking and Popcorn, Indiana is the #1 selling kettlecorn in the United States. Made with handcrafted ingredients and developed to be the perfect mix of sweet and salty and crispy and crunchy, Popcorn, Indiana® Kettlecorn is certified gluten-free, kosher and contains only whole grains.

Jonny Almond Nut Company® Honey Craze Pecans are handmade with all natural ingredients in small batches, delivering the highest quality snacks you can find. Pecans, honey and sugar are kettle-roasted to create a delectably sought-after blend.

Walkers Shortbread Inc.® Pure Butter Shortbread is made with the finest quality ingredients and contains no artificial colors, flavorings or preservatives. Walkers Pure Butter Shortbread has remained true to the original Walker family recipe by always using butter and never margarine.

GoPicnic® Turkey Stick & Crunch is a gluten-free balanced meal featuring Old Wisconsin® Turkey Snack Stick, Popchips® Barbeque Potato Chips, Sweet Perry Orchards™ Tutti Fruitti™ Fruit & Seed Blend and 100% Fruit Peel-A-Part™ and Professor Zim Zam's Extraordinary Sweets™ Chocomallocrispie™ Rice Crisp Bar. The classic deli meal contains 5g protein and 270 calories. Cliff Bar & Company® Luna Bar in Chocolate Peppermint Stick is high in calcium and rich in antioxidants. This delicious combination of chocolate and peppermint packs 8 grams of protein and only 180 calories.

Seth Ellis Chocolatier LLC® Sun Cups Dark Chocolate Sunflower Butter Cups is the perfect alternative for people with peanut allergies or gluten intolerance. Look no further for a satisfying nut-free dark chocolate candy.

Professor Zim Zam's Extraordinary Sweets® Chocomallocrispie Rice Crisp Bar is a chocolaty chewy rice crisp bar made from the tastiest all natural ingredients. You'd never know by its taste that the brown rice crisps and rich dark chocolate is only 52 calories per serving.

Professor Zim Zam's Extraordinary Sweets® Chocolate Pillows Cookies are made from the finest quality all natural ingredients. The combination of crispy cookie with smooth, decadent chocolate cream filling will satisfy even the biggest chocolate cravings.

GoPicnic is available nationwide at food, drug and mass retail stores, including Target and Walgreens, as well as at airports, colleges and universities. GoPicnic is also available online at www.GoPicnic.com and www.Amazon.com. Each meal has a suggested retail price of \$4.99.

About GoPicnic® Brands, Inc.

[GoPicnic® Brands, Inc.](#), founded in 2006 by Julia Stamberger and headquartered in Chicago, is the pioneer and leader in nutritionally balanced, portable and delicious ready-to-eat meals that have the added convenience of being shelf-stable, with no refrigeration or preparation required. GoPicnic Brands also develops unique food brands, including Sweet Perry Orchards, Copper Cowbell, Little Bread Hen, GoPicnic Garden and Professor Zim Zam's Extraordinary Sweets. GoPicnic meals and branded products are growing rapidly across retailers nationwide, including grocery, mass market, convenience stores, newsstands, hotels and colleges & universities.

GP Concept Labs is a sister company to GoPicnic Brands, Inc., and specializes in innovative custom meal solutions for airline travelers, athletes, event planners and other markets where tasty food solutions are desired. GP Concept Labs' food brokerage, GP Emporium, represents more than 50 top quality manufacturers of tasty and innovative products for the transportation industry, including great options for a-la-carte and tray set-ups along with foodservice solutions. For information about GoPicnic Brands, Inc., and GP Concept Labs, email sales@gopicnic.com or call 773.328.2490. Join Friends of GoPicnic on [Facebook](#) or follow GoPicnic's stream on [Twitter](#).

About QVC Inc.

QVC, Inc., a wholly owned subsidiary of Liberty Media Corporation attributed to the Liberty Interactive Group (Nasdaq: LINTA), is one of the largest multimedia retailers in the world. QVC is committed to providing its customers with thousands of the most innovative and contemporary beauty, fashion, jewelry and home products. Its programming is distributed to more than 166 million homes worldwide. The company's Web site, QVC.com, is ranked among the top general merchant Internet sites. With subsidiaries in the United Kingdom, Germany and Japan, West

Chester, Pa.-based QVC has shipped more than a billion packages in its 22-year history. QVC, Q and the Q Ribbon Logo are registered service marks of ER Marks, Inc.

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Lauren Russ at 773.868.0966 or lauren@connectcomsinc.com