**FOR IMMEDIATE RELEASE MEDIA CONTACT:**  
 Rebecca Campbell / Amy Charsley  
[rcampbell@konnectagency.com](mailto:rcampbell@konnectagency.com)  
[acharsley@konnectagency.com](mailto:acharsley@konnectagency.com)

**SMASHMALLOW INTRODUCES NEW TOASTED VANILLA FLAVOR AT NATURAL PRODUCTS EXPO WEST 2019**  
*Creators of Premium Snackable Marshmallows to Debut New Campfire-Inspired Innovation at Premier West Coast Trade Show*

**ANAHEIM, CA (March 8, 2018) – SMASHMALLOW®**, the creators of premium snackable marshmallows and crispy rice treats will be celebrating the launch of their new Toasted Vanilla flavor at this year’s Natural Products Expo West. **SMASHMALLOW** will be sampling their entire product line-up of permissibly indulgent snackable marshmallows and better-for-you crispy rice treats at the renowned West Coast trade show. All **SMASHMALLOW** snacks are made with simple, natural, non-GMO and gluten-free ingredients that attendees are invited to sample at Booth #5390 in Hall E during the show.   
  
The newest addition to the SMASHMALLOW snackable marshmallow flavor options and currently available exclusively at Target stores nationwide and on smashmallow.com, Toasted Vanilla will make its debut and delivers a unique spin on this popular and traditional flavor profile, one that is reminiscent of marshmallows roasted to perfection over a campfire. **SMASHMALLOW** Toasted Vanilla now allows consumers to experience the golden, gooey goodness of this beloved occasion anytime and anywhere; no campfire required. The brand will also provide a sneak peek into their upcoming campaigns showcasing the evolution of the marshmallow usage occasion including the limited edition Egg Hunt Pack featuring 25 fun-sized treats for Easter and upcoming innovations to celebrate every season. The full lineup of products available for sampling at the booth include seven everyday flavors and three limited edition holiday flavors of **SMASHMALLOW** snackable marshmallows (4.5 oz), 80 calorie single-serve packs (1.1oz) and fun-size (.25 oz) in addition to all three flavors of **SMASHCRISPY®** crispy rice treats.  
  
“We are thrilled to add Toasted Vanilla to the SMASHMALLOW portfolio and to have found such a phenomenal launch partner in Target”, said David Lacy, CEO of **SMASHMALLOW**. “When creating this new flavor, we were inspired to capture the joy of roasting marshmallows and delivering a fun twist on this traditional flavor profile. We look forward to sharing this new variety with attendees at the show.”  
  
Natural Products Expo West will take place March 6-9, 2019 at the Anaheim Convention Center, which is located at 800 West Katella Avenue, Anaheim, CA 92802. For more details on the trade show, please visit [www.expowest.com](http://www.expowest.com/), and for more information about **SMASHMALLOW** and **SMASHCRISPY**, please visit [www.smashmallow.com](http://www.smashmallow.com/).  
  
###

**About SMASHMALLOW**   
Seeking to revitalize the sleepy sweets category, **SMASHMALLOW** premium ‘snackable’ marshmallows offer a blast of wow, a sprinkling of fun and a carnival of yum in every 20-calorie whipped-to-perfection pouf. **SMASHMALLOW** is made with organic cane sugar and simple natural ingredients that deliver a clean-label indulgence perfect for satisfying any sweet tooth and is the perfect anytime, anywhere snack. The latest innovation in the **SMASHMALLOW** product portfolio includes **SMASHCRISPY**, an upgrade to traditional crispy rice treats, with better-for-you ingredients and available in three signature flavors including Cinnamon Churro, Mint Chocolate Chip and Strawberries & Cream. For more information on **SMASHMALLOW** and **SMASHCRISPY**, please visit [www.smashmallow.com](http://www.smashmallow.com/).