



SOURCE: World Finer Foods



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World Finer Foods Goes Whole Hog With the Addition of Dimply's Rub & Grill to Its Product Assortment

Company Expands Specialty Food Assortment With Introduction of Dimply's Seasonings and Marinades

BLOOMFIELD, NJ--(Marketwired - March 11, 2016) - Liberty Richter, a division of World Finer Foods, a leading supplier of specialty food, beverage and personal care products from around the U.S. and the world, welcomes Dimply's Authentic Rub & Grill seasonings and marinades to the Company's select assortment of premium products.

Inspired by years of outdoor grilling surrounded by family and friends, Anish Patel, owner of Dimply's, wanted a greater variety of grilling seasonings. With more than 100 years of family experience in the spice business, Patel traveled the U.S. to root out the best authentic flavors in American grilling to create unique spice blends.

As an adventurous eater, Patel felt compelled to create single use pouches as an alternative to the standard bottles and tins on the market. Packaging the rubs in single use sizes allowed for a broader range of flavors to make it to the same grill -- satisfying every one of his guests. He also wanted to introduce a brand to celebrate the serious fun and antics that embody the American grilling scene. Cue the pig...

In May of 2015 the Dimply's brand was born, delivering happiness and dimple-laden cheeks* to those who sampled its boldly flavored rubs including:

- Cajun Chicken
- Jerk Chicken
- Memphis Pork
- Oklahoma Steak
- More robust flavors are lined up and will soon be released from the pen!

"We're excited that the spirited Dimply's brand is joining our prestigious portfolio of specialty products," stated Susan Guerin, CEO of World Finer Foods. "Its lively 'spokespig', Dimply, vibrant packaging and complex yet familiar flavor profiles, is a combination that consumers will embrace. We look forward to expanding its loyal customer base from Texas across the U.S."

Mr. Patel shared, "We knew that if we wanted to grow Dimply's into a giant, we would need to work with a giant in the specialty food space." He continued, "We selected World Finer Foods and its Liberty Richter division as our partner for its strong track record of building brands driven by its solid network of distributors and retailers. World Finer Foods has experience in a broad range of categories making them a presence in the industry. The specialty food industry is evolving and we need a partner that adapts to those changes to propel our brand."

Join World Finer Foods at Expo West in Anaheim, California (March 11-13, 2016) from 3-6pm at Booth #2441 to sample Dimply's rubs in action. Both Susan Guerin, World Finer Foods CEO, and Anish Patel, owner of Dimply's, will be available for briefings at the show.

*Disclaimer -- Dimply's does not actually make dimples appear on cheeks of those who do not have dimples.

About Dimply's

Dimply's is a premium spice rub line based in Keller, Texas, developed by a family with over



[Dimply's Sell Sheet -- product details, specifications, ordering instructions](#)



[Dimply's Rub and Grill Assorted Items: Cajun Chicken, Jerk Chicken, Memphis Pork, Omaha Steak](#)

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100 years of spice blending experience. Offering a variety of all natural spice and herb blends, Dimply's delivers bold flavors in convenient, single use packaging. The rubs are Gluten Free and do not contain fillers, MSG or preservatives, making them an inviting option for many consumers. Go hog wild and be seriously fun with Dimply's. For more information, visit dimplys.com.

About World Finer Foods

World Finer Foods, based in Bloomfield, New Jersey, is recognized for building brands from around the globe since 1971. It is a leading distributor of more than 1200 owned and third-party premium food, beverage and personal care items that are category leaders and household favorites. As the pioneer in specialty food, the Company has extensive relationships nationwide in all retail channels and is passionate about building both domestic and international brands. World Finer Foods is recognized by clients for its best in class sales and marketing teams, efficient systems and logistics, focus on innovation, and seasoned expertise. For more information, visit www.worldfiner.com.

Image Available:

http://www.marketwire.com/library/MwGo/2016/3/10/11G087126/Images/Dimply_s_Group_Shot-32827c37462283bfb0bba299d99ddd3e.jpg

Attachment Available:

http://www.marketwire.com/library/MwGo/2016/3/10/11G087126/Dimply_s_Sell_Sheet_All_2016-b1f0e279604882c58c8131188b4a9ce4.pdf

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