

FOR IMMEDIATE RELEASE

**Kayco Beyond Introduces Craize® Snacks and Wonder Juice™ Enhanced Line of
“Curiously Good” 100% Organic Cold-Pressed Juices at the NACS Show**

*October 15–17, McCormick Place
Booth #N2617*

Bayonne, NJ – October 2025 – Kayco Beyond is set to make a big “splash and crunch” at the 2025 NACS Show in Chicago, unveiling an expanded portfolio of better-for-you products that meet the growing demand for nutritious, convenient, and on-the-go options. At Booth #N2617, attendees will experience the enhanced line of **Wonder Juice™** cold-pressed juices alongside **Craize® Snacks**, a revolutionary baked crispy cracker with natural ingredients and bold flavor, using clean, wholesome ingredients that is reinventing snacking.

The **NACS Show**, taking place October 15–17 at McCormick Place in Chicago, is the convenience and fuel retailing industry’s premier event. It brings together more than 20,000 industry professionals and over 1,200 exhibitors, showcasing the latest innovations in food, beverage, and retail.

About Wonder Juice™

Crafted with 100% cold-pressed organic juices, Fair-Trade certified and non-GMO ingredients, and no added water or sugar, Wonder Juice™ redefines what it means to drink healthfully.

Wonder Juice™ continues its mission to set a higher standard for sustainable, nutritious beverages—packaged exclusively in 100% recyclable glass bottles.

The Wonder Juice collection features three unique lines—**Wonder Beet, Wonder Melon, and Wonder Lemon**—offering 11 vibrant varieties:

- **Wonder Beet** – Four powerhouse blends: Beet + Cherry, Beet + Berry, Beet + Veggie, and Beet + Lemon + Ginger. Beets deliver natural energy and stamina as a nutrient-rich superfood.
- **Wonder Melon** – A hydrating, antioxidant-packed option with Watermelon Cucumber Basil, Watermelon Lemon Cayenne, and Classic Watermelon. Supports heart and digestive health.
- **Wonder Lemon** – A zesty lineup with Lemon Basil Jalapeño, Lemon Ginger, and Lemon Mint. Each blend is loaded with vitamin C and antioxidants for immune and energy support.

"Wonder Juice responds to consumers’ demand for 100% authentic juices with no shortcuts—no added water, no added sugar,” said **Michele Abo**, *General Manager of Kayco Beyond*. “Every

blend is carefully crafted to deliver a curiously good experience that is both delicious and nourishing.

The Craize Advantage

With natural ingredients and bold flavor, **Craize** Snacks is reinventing snacking with a new kind of cracker—crispy, craveable, and inspired with a unique fire grilled process. Unlike oily baked, fried, or puffed products, our slow, open-fire griddling locks in a snappy, crunchy texture while deepening each crisp’s flavor, using clean, wholesome ingredients. The result is a modern, versatile cracker that’s equally suited for dipping, topping, or snacking straight from the bag.

Michele Abo, General Manager of Kayco Beyond, parent company of Craize, says, “Craize is more than just a cracker—it’s a modern, healthy snack that delivers incredible taste and versatility. We are thrilled to support the Craize vision and introduce consumers to a product that’s vegan, gluten-free, non-GMO, and allergen-friendly, yet never compromises on flavor or crunch.”

In a crowded snack market, **Craize** stands out with a clean-label promise and a crave-worthy crunch. Key highlights include:

1. **Chip-cracker hybrid** – the satisfying crunch of a chip meets the versatile, topable nature of a cracker.
2. **Fire-griddled, never fried** – **Craize’s** proprietary slow-griddling process locks in flavor and crispness without added oils.
3. **Versatile enjoyment** – perfect for dips, toppings, or enjoying on their own.
4. **Real ingredients baked in** – fruits, veggies, and spices are mixed into the dough, not sprinkled on top.
5. **Wholesome & allergen-friendly** – vegan, non-GMO, Kosher, gluten-free, seed oil-free, and made in an allergen-friendly facility.

Craize comes in five signature flavors offering both sweet and savory options:

- **Sweet Corn** – lightly sweetened with dark brown sugar, pairs perfectly with jams, nut butters, or guacamole.
- **Everything** – sesame and poppy seeds blended with garlic and onion for a savory, bagel-inspired bite.
- **Guava** – fruity and refreshing with authentic guava puree.
- **Coconut** – infused with dried coconut, vanilla, and cinnamon for a tropical twist.
- **Jalapeño Lime** – zesty with a kick of heat, balanced by cilantro and lime.

Craize snacks are available nationwide and online at gocraize.com. Use the Store Locator tool to find **Craize** at your nearest grocery retailer.

About Kayco Beyond

Kayco is a leading manufacturer and supplier of kosher foods. Its Kayco Beyond Division sources and distributes new products beyond kosher to meet the demands of consumers seeking healthful, convenient, and/or restricted diet and lifestyle options. Headquartered in Bayonne, NJ, their brands include Craize®, Mighty Sesame Co.®, Wonder Juice™, Dorot Gardens®, and Absolutely! Gluten Free®, among others. Visit www.KAYCO.com for more information.