



**FOR IMMEDIATE RELEASE**

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**FLASH BACK TO 1975 BY CELEBRATING 2010 AS THE “YEAR OF THE  
GYROS” WITH KRONOS FOODS**

***More Than 100 Participating Chicagoland Restaurants  
Celebrate Kronos’ 35<sup>th</sup> Anniversary With An Exciting  
Promotion and 35 Grand Prizes of a Year of Gyros\****

GLENDALE HEIGHTS, Ill. (Jan. 22, 2010)—It is hard to believe that Chicagoland got its first taste of Kronos gyros 35 years ago when Kronos Foods, Inc. ([www.KronosFoodsInc.com](http://www.KronosFoodsInc.com)), the leading maker of premium gyros and other Mediterranean specialty food items, debuted in Chicago. Kronos introduced gyros to market in 1975 and has since made it a Chicago favorite. And, to celebrate its 35<sup>th</sup> anniversary, join Kronos and participating retailers with the Year of the Gyros promotion ([www.KronosYearOfTheGyros.com](http://www.KronosYearOfTheGyros.com)).

Starting Jan. 23 through Feb. 26, 2010, order a Kronos gyros at one of more than 100 participating Chicagoland area locations and receive an instant win game card\* for your chance to be one of 35 Grand Prize Winners to win a year of gyros\*\*.

“We want everyone throughout the Chicagoland area to help us celebrate our 35<sup>th</sup> Anniversary by playing the Kronos Year of the Gyros game,” said Valerie Lester, vice president of marketing of Kronos Foods. “Every time you buy Kronos gyros at any of our participating restaurants, you will receive an instant win game card with your chance to WIN. This is a way for Kronos to thank Chicagoans for supporting our company, and the restaurants that sell our food for 35 years.”

A traditional gyros is made with selected beef and lamb meat seasoned with zesty spices, thinly sliced and piled high onto a fluffy handmade flatbread pita. A gyros sandwich is often topped with onions and tomatoes, as well as a flavorful, creamy cucumber sauce called tzatziki or gyros sauce.

## **Kronos Year of the Gyros Promotion**//Add One

With more than 100 participating locations, visit <http://www.KronosYearOfTheGyros.com> to find the location closest to you.

Additionally, hungry commuters and tourists can make a gyros stop along Chicago's tollways, at one of the four Kronos Gyros and Cafe restaurants:

- O'Hare
- Hinsdale
- Lake Forest
- Belvidere

### **About Kronos Products:**

Founded in 1975, Kronos is the premier maker of gyros and other Mediterranean foods. Kronos proudly makes and distributes all of its products to retailers and foodservice nationally. The company offers a complete line of gyros meat products, sauces, pita bread and fillo-based specialty items such as spanakopita and baklava. Kronos is the leading baker of baklava and other handmade, Mediterranean desserts for retail customers through its Rain Creek Baking division [www.raincreekbaking.com](http://www.raincreekbaking.com) and to consumers via [www.sinbadsweets.com](http://www.sinbadsweets.com). For more information, visit [www.kronosfoodsinc.com](http://www.kronosfoodsinc.com).

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### **About Kronos Year of the Gyros Promotion**

Certain rules and restrictions apply. Visit <http://www.KronosYearOfTheGyros.com> to see the complete Official rules.

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\*No Purchase Required; Free game cards available by mail. See Official Rules at <http://www.KronosYearOfTheGyros.com> for full details.

\*\*One gyros sandwich per week for 52 weeks constitutes one free year of gyros.

### **Twitter/Facebook/LinkedIn Copy:**

- Kronos "Year of the Gyros" promo starts 1/23! You can win a year of gyros! <http://TwitPWR.com/A93/> for rules & participating locations.
- Want a year of free gyros? Kronos "Year of the Gyros" promo from 1/23 to 2/26 w/ 35 grand prizes of a year of gyros! <http://TwitPWR.com/A93/>
- It's the year of the gyros! Kronos "Year of the Gyros" promo w/ 35 grand prizes of a year of gyros! <http://TwitPWR.com/A93/> 4 details
- Celebrate the Year of the Gyros w/ Kronos promo! 35 grand prizes of a year of gyros. Visit <http://TwitPWR.com/A93/> 4 details.