



FOR IMMEDIATE RELEASE

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SNAP! Showcases Patented Cold-Core Designed Snack Board at Trade Show, Offering a New Solution for Cold Food Display Booth IC20

The Inspired Home Show Chicago, IL — SNAP!, the world's first patented cold-core designed customizable snack board, is making its trade show debut—introducing buyers and industry professionals to a smarter way to serve and display cold foods without ice, mess, or bulky cooling equipment.

Invented by founder Natalie Rene Wilson, SNAP! was designed to solve a persistent problem in entertaining and food presentation: keeping cold foods cold, fresh, and visually appealing throughout an event. The product features a concealed cold-core design that maintains chilled temperatures for hours while preserving a clean, elevated presentation.

“Retailers and consumers are looking for products that are both functional and beautiful,” said Wilson. “SNAP delivers on both. It’s not just a serving board—it’s a solution.”

SNAP!’s modular design allows users to customize layouts for charcuterie, desserts, fruit, seafood, and more, making it adaptable across multiple retail categories including kitchenware, entertaining, gifting, and seasonal merchandise. Its sleek aesthetic and premium feel position it well for both specialty and mass retail environments.

Product highlights for buyers include:

- Patented cold-core design (no ice, no condensation, no mess)
- Customizable, modular components for flexible merchandising
- Strong gift-ability and year-round entertaining appeal
- Indoor and outdoor use, expanding seasonal sales opportunities

SNAP! retails at \$59.99 and is currently exploring retail partnerships, wholesale orders, and licensing opportunities. The product is designed with scalability in mind and is suitable for direct-to-consumer, specialty retail, and big-box distribution.

Buyers, media, and potential partners are invited to see SNAP! in person and learn more about how it fits into today's entertaining and home trends.

For press materials, wholesale information, or meeting requests, contact Natalie Rene Wilson at Booth IC20 or visit www.mysnapboard.com.

Problem: Struggling to keep snacks cold?
Solution: It's not the food.

SNAP![®]
Cold snacks. Cold board.

It's the BOARD.



SCAN HERE