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**POCKY INTRODUCES PRODUCT LOCATOR JUST IN TIME FOR EASTER**  
**New website feature makes the hunt for Pocky much easier**

**Irvine, Calif. (March 17, 2017)** – The hunt is on for goodies to fill this year’s Easter basket, and Pocky is poised to become a bigger part of the annual family tradition. The maker of the delicious chocolate covered biscuit stick recently introduced a [product locator](#) feature to its website that makes it easier than ever for families to find where to purchase Pocky in all their favorite flavors. The product locator is easy to find online at [www.pocky.com](http://www.pocky.com) and is mobile friendly and ideal for on-the-go parents.

Pocky is perfect snack to share anytime, with anyone, and especially at Easter when families are gathering for celebrations and dressed in their Sunday best. The crispy biscuit stick is dipped in rich cream chocolate that comes in six delicious flavors, and has a unique “handle” for no-mess enjoyment before or after the Easter photos.

“Pocky’s popularity is growing exponentially in the United States, and many of our most passionate fans are young parents who think beyond the traditional chocolate bunny and egg filled Easter baskets,” said Akitoshi Oku, President, Ezaki Glico USA. “We’re happy that our new locator tool will make it easier for them to include Pocky as part of the annual Easter family tradition.”

Pocky is sold at Costco, Amazon.com, Asian supermarkets, and in the Asian and/or ethnic section of many grocery and mass stores including Walmart, Target, Safeway, Kroger, and Publix. Pocky’s product locator can search by city, zip code, or any one of six delicious flavors including Pocky Chocolate, Pocky Strawberry, Pocky Matcha, Pocky Cookies & Cream, and Pocky Chocolate Banana.

**About Pocky**

In 1922, Japanese company Ezaki Glico Co., Ltd. launched its fortified Glico caramel in a distinctive red box. Forty-four years later, Ezaki Glico released a new product into their family of fine foods—a chocolate-dipped, pretzel-like biscuit stick. Inspired by the Japanese onomatopoeia for the snapping sound made while eating these crispy sticks, they named their new product "Pocky." Hence, Pocky Chocolate was born. For more information, please visit [www.pocky.com](http://www.pocky.com).

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