



Media Contacts

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COMPANY BACKGROUND

Introduction

Two friends who have known each other for more than 30 years founded Effie's Homemade, a wholesale baking company. Joan MacIsaac and Irene Costello began their partnership with their first company, Ruby Chard Cooking Classes in 2005. Whether teaching classes or creating crackers, crisps and biscuits, we have always believed that great flavors come from quality ingredients, simply prepared.

The inspiration for our company comes from Joan's mom, Effie MacLellan, and her recipe for Oatcakes. Effie grew up on a rural farm in Cape Breton, Nova Scotia. Like many traditional farmhouse recipes we realized the uniqueness of Oatcakes is in its honest and simple flavors. All of our products are based upon this premise as we rekindle old-fashioned and forgotten recipes.

With this in mind we bring you Effie's Homemade, a unique line of baked good, always wholesome, always all-natural and always simply delicious.

Owners' Biographies

Irene Costello – Corporate Executive Turned Culinary Maven

After 20 years in the world of financial services, Irene broke out to develop her passion for cooking. She earned a Master's of Liberal Arts in Gastronomy and a certificate in Culinary Arts from Boston University and a certificate in Wine Studies from the Wine and Spirits Education Trust. Irene joined forces with Joan MacIsaac at Ruby Chard in 2005 bringing a unique combination of culinary and business experience. Irene is a regular contributor to *Edible Boston*, a regional food magazine that promotes local farms and food producers. Irene earned her undergraduate degree from Georgetown University.

Joan MacIsaac – Chef, Teacher, Food Writer

With more than 20 years professional culinary experience, Joan is a well-known chef in the Boston area. She worked six years in the restaurant industry, culminating as executive chef at Dahlia Lounge in Seattle before returning to Boston to start her own business. She created Ruby Chard Catering in 1996 and later expanded the business to include cooking classes. Joan partnered with Irene in 2005 delving into corporate team building cooking classes. As a regular contributor to *Edible Boston* Joan creates seasonal recipes for her "Cooking Fresh" column.

Milestones/Details

- Founded as a women-owned company in September, 2007
- Launched first product, Effie's Oatcakes in February, 2008
- Reached 500 stores by December, 2009
- Launched Crispy Corncakes July, 2009
- Launched Single Serve Oatcakes July, 2009
- Debuted Pecan Nutcakes June, 2010
- Winner 2010 soft™ award for Outstanding Cookie by NASFT
- Made in the USA