



**For Immediate Release**

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**Effie's Homemade Debuts New Products at  
2014 Winter Fancy Food Show**

Two New Flavors Extend Line of Popular Tea Biscuits

(Hyde Park, MA) – Award-winning Effie's Homemade will showcase its newest tea biscuits January 19-21 in San Francisco, CA. This is also the first year the company will exhibit at the Winter Fancy Food Show. New product tastings will be conducted on the upper floor in **Booth 386**.

The two flavors are an addition to its established tea biscuit line which includes the award-winning Oatcakes, Corncakes and Nutcakes. The new flavors are a **Walnut Ryecake** with a dash of caraway and a **Malted Cocoa-cake** with toasted coconut. The company's whole line is baked with high quality ingredients in small batches giving a unique, homemade taste.

The specialty cookie category has grown 11% to \$885 million in sales in the last two years according to the Specialty Food Association. A recent industry report reveals that buyers of "At Home" cookies are extremely loyal to their favorite brands. Since its launch in 2008, Effie's Homemade has attracted a loyal customer base. "Early on, friends and fans asked us to add chocolate to our oatcakes" says co-owner, Irene Costello. "We questioned whether the world really needed another chocolate cookie. It seems that it does, and the malt in our cocoa-cakes adds a nostalgic appeal that is in line with our brand image."

Effie's tea biscuits are versatile, described alternately as a cookie and a cracker. The Ryecakes leans more toward the cracker end of spectrum, making it a perfect pairing with cheeses, lagers, ales and even whiskeys. "As a baker, I used to love making classic European style rye bread" says co-owner, Joan MacIsaac. "The toasted walnut, rye and caraway combination inspired us in this new creation. The rustic bread is always best when lathered with creamy butter. We've done that for you with this buttery Ryecake."



Effie's biscuits are sold nationwide in gourmet and specialty food stores as well as on their website: [shop.effieshomemade.com](http://shop.effieshomemade.com). They come in 7.2 oz. consumer friendly, re-sealable packages with a suggested retail price of \$5.99.

About Effie's Homemade

Effie's Homemade was founded in 2007 by friends, Joan MacIsaac and Irene Costello. The inspiration for the company comes from Joan's mother, Effie MacLellan, and her farmhouse family recipe for Oatcakes. By rekindling old-fashioned and forgotten recipes, Effie's Homemade has created a line of rustic baked goods that are delicious, all-natural and wholesome. In a world of highly processed foods, Effie's Homemade turns quality ingredients into great tasting crackers, crisps and biscuits suitable for any occasion. Effie's Homemade products are made in the USA. For more information, visit [www.effieshomemade.com](http://www.effieshomemade.com).

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