



## **Effie's Homemade Oatcakes Bring Home sofi™ Gold**

*Award-Winning Oatcakes Take Top Honors at Summer Fancy Food Show*

NEW YORK - (July 3, 2013) – Effie's Homemade once again took home a sofi™ Gold award with its Oatcakes named as the winner for Outstanding Shelf-Stable Foodservice Product in the 2013 sofi Awards sponsored by Specialty Food Association.

Effie's **Single Serve Oatcakes**, a wholesome, gourmet grab-and-go snack, won top honors selected by a national panel of specialty food professionals across 30 Awards categories. Gold Winners were announced by noted chef Marcus Samuelsson at a red-carpet ceremony July 1, 2013, at the Summer Fancy Food Show in New York City.



Effie's Oatcakes, a crisp, buttery blend of savory tea biscuit and lightly sweetened cookie is the perfect travel companion for anyone who's looking for a delicious on the go snack. Effie's Single Serve Oatcakes can now be found at Cibo Express at eight airports around the country.

"We are thrilled to add another sofi award to our collection," said Joan MacIssac and Irene Costello, Effie's co-founders and past sofi Gold and Silver award winners. "Effie's fans consistently tell us that there is nothing like an Oatcake whether on the road, as a snack at work or at home paired with tea in the morning or wine and cheese in the evening. It is very gratifying to again receive recognition for our one-of-a-kind Oatcakes."

In addition to Oatcakes, the Effie's family of tea biscuits includes Corncakes and Nutcakes all available in full size 7.2 oz bags. Effie's also makes a line of rustic semolina crackers in three flavors. All Effie's products are sold at natural and specialty food retailer stores across the U.S. and online at [www.effieshomemade.com](http://www.effieshomemade.com).

### 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).

### About the sofi Awards

A sofi Award is the top honor in the \$86 billion specialty food industry. "sofi" stands for Specialty Outstanding Food Innovation.

The sofi Awards are open to members of the Specialty Food Association, a not-for-profit trade association established in 1952 for food artisans, importers and entrepreneurs with more than 3,000 members in the U.S. and abroad.

### **Effie's Media Contacts:**

Terri Slater, Slater PR (561) 487-7037 [terri@slaterpr.com](mailto:terri@slaterpr.com) or

Irene and Joan at Effie's Homemade (617) 364-9300 [effie@effieshomemade.com](mailto:effie@effieshomemade.com)

### **NASFT Media Contacts:**

Ron Tanner, VP Communications & Education; 646-878-0115, [rtanner@specialtyfood.com](mailto:rtanner@specialtyfood.com)

Louise Kramer, Communications Director; 646-878-0130, [lkramer@specialtyfood.com](mailto:lkramer@specialtyfood.com)